

SIDE TALKS

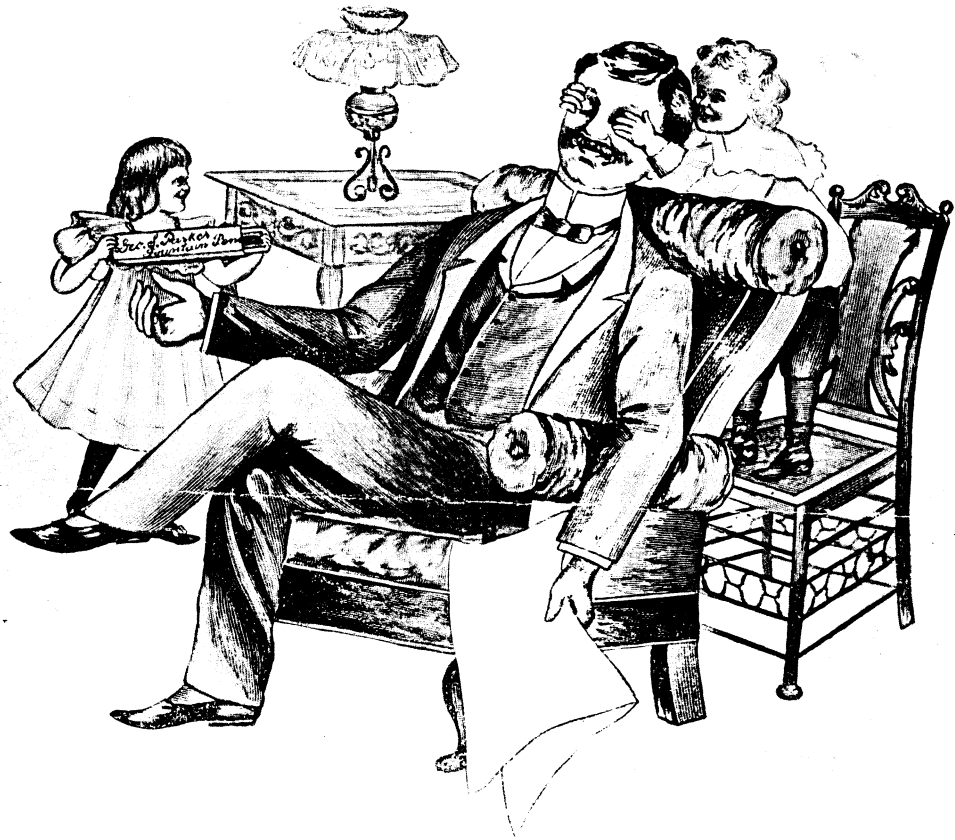
ABOUT THE

Geo. S. Parker Fountain Pen.

✻ ✻ AND OTHER SUBJECTS. ✻ ✻

JANESVILLE, WISCONSIN.

JANUARY, 1898.



PAPA'S PRESENT.

HARD BREATHING.

Never before in the history of The Parker Pen Company has such a rush of business come to us in the Holiday Season as it did the season just closed, and never before has it been necessary for us to refuse orders as it has been on account of our inability to get rush orders out at a stated time at the expense of others of our customers. We hardly know how to thank our many friends in all parts of the country for the very great appreciation they have shown our efforts to manufacture and sell the "Lucky Curve" Parker Pen. We got a good many orders which we were obliged to delay a little yet we desire to say that every possible effort was made to get them out as quickly as possible, even to running our factory night and day, which we did several months prior to the holidays, to avoid running short of goods. We are, however, now in a condition to fill any order that may be sent to us, and we trust that it may be our pleasure to receive from you many favors which you may see fit to send us throughout the coming year.

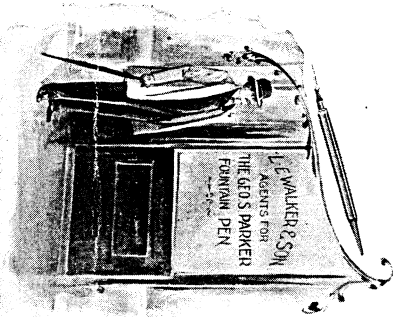
NOZZLELESS.

We hope that by the time the next edition of Side Talks appears that we will be prepared to supply the public with a nozzleless fountain pen, or perhaps more properly speaking, a fountain pen without a joint. We have in our works a fountain pen that we expect to place on the market just as soon as we can get a sufficient quantity made up. This holder promises to revolutionize the trade, somewhat, of fountain pens. It will be the acme of simplicity and a seller.

OUR ADVERTISING.

It may be of interest to our many friends to know that our advertising appropriation for 1898 will be far in excess of the amount expended in 1897, and the amount that we expended in 1897 ran up to many thousands of dollars. It is, of course, needless for us to say that this very extensive and aggressive advertising that we have done and propose to do, has been and is educating the people to appreciate the greatest of modern writing instruments, the Parker Fountain Pen, so

the demand for it in 1898 will be far in excess of any previous year. We are glad too, to know that our manner of doing business in the interest of the dealer is appreciated.



We are just in receipt of a letter from our customer, Mr. Wm. Flint, Philadelphia, Pa. He says, "The Mr. Hughes, whose name you sent to me in response to one of your advertisements, has bought two pens of me and desires me to order a special one for him." He further adds that this is a direct result of our advertising and thanks us for referring customers to him. A few days ago we received a retail order from a gentleman in Evansville, Ind. Referring to our books, we found that the well-known school, Lockyear's Business College, were selling our goods in Evansville, so we just credited the difference between the wholesale and retail price of the pen in question to their account, and notified them of this fact. That they were pleased with this kind of treatment is shown by the letter just received from them in which they say, "This is very clever on your part and highly appreciated by us. Any thing that we can do to forward the interest of your pens will be done." Another retail order just came to us from Williamsport, Pa., for one of our No. 12 fountain pens. In referring to our books, we found that the well-known firm of The A. D. Lumby Co., was handling our goods in that place, so we credited their account with the difference.

We might go on quoting cases of this kind indefinitely for it has been done in a

great many cases, but we only quote these to show our friends who are not familiar with our business methods that we appreciate the work any dealer does for us who favors us with his patronage for our fountain pens. We feel that to him, is entitled the profit on all fountain pens sold in his territory so long as he pushes the sale of our goods. We like to feel that every man who is selling our pens is a personal friend, and we like to treat him about the same as we would like to be treated were the relative positions reversed.

BEAUTY CONTEST.

The very wide interest that has been taken in our Beauty Contest, so called, and the hearty response with which it has been received in all parts of the country, makes us anxious that all who would like to compete for one of the prizes may get a chance to do so. We enclose herewith, several little slips containing conditions of our offer, which we would like to have you hand to some young lady, who, in your opinion, would be likely to win a prize. With the next issue of Side Talks, we will treat our friends to such an array of girlish beauty as will make them anxiously await the next copy. You may be surprised to see the smiling countenance of some young lady from your own town who may be so fortunate as to win one of the prizes.

THE KEY TO SUCCESS.

While taking inventory and figuring up the profits of last year, why not look back and see if in view of what we have learned, we cannot improve some of our plans and methods and make a better showing a year hence?

Every man can do a successful business if the conditions are right. Without right conditions failure will come staining us in the face. Ability to gain and retain trade, is undoubtedly the foundation of any successful mercantile business. In the great majority of cases owners have assistants such as clerks in various capacities, and to whom can often be attributed the success or failure of many a business that might with

proper assistance, have made a great success. Any clerk or employe you may have who does not take as much interest in your business as you do yourself is a menace to your business, and if he is in sufficient numbers in your establishment, will ruin it in time. He is dear at any price. Select for your assistants for the year, those whom you know to be not only honest, but pleasant and agreeable, who know how to make your customers feel that your store is the place where they not only get value received, but are waited on, and treated in such a royal manner as to prefer to give you their patronage. An employe's salary, whether it be little or much, should depend upon his value.

Remember we can and do repair all makes of fountain pens for the trade at trade prices. We do it promptly and in first class manner.

Never omit name and address from any package you may send us unless you are willing to have the job delayed from a week to ten days while we are "guessing" to whom it belongs.

No greater error can be made than to suppose Parker Fountain Pens are seasonal goods. Parker Pens sell the year round. Any dealer who permits his stock of Parkers to run out and waits until the next holiday season to re-order, is adding from \$10 to \$100 to his competitor's income. While your competitor doubtless enjoys it, it's hard on the philanthropic dealer, so charitably inclined. By all means, keep up your stock, so you can take care of your regular trade as well as the trade we will send you.

We would like to call your attention to our advertisement which will appear in the *Youth's Companion* Jan. 20th, and also note those in the *Cosmopolitan* and *Miner's* for February. Would like to have you inspect them, and if you can suggest any improvement in them, we will deem it as a personal favor to have you do so. As this advertising is for your benefit as well as ours, we want your co-operation to secure the best results.



Special Fountain, Price \$1.50.



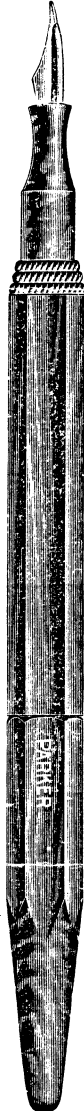
New Style No. 25, 1.00. Mottled or Black.



New Style No. 24, \$3.50. Mottled or Black.



New Style No. 18, \$2.00. Mottled or Black.



No. 8 Hexagon, Price \$3.00.



No. 5 Spiral, Black or Mottled Leather, Price \$1.00.



No. 3 Chased Barrel, Straight or Taper Cap, Price \$2.50.



No. 1, Mottled Barrel, Price \$2.00.

SOME OF THE LEADING STYLES AND GOOD SELLERS.



Silver Dollar Fountain, Price \$1.00.

SIDE TALKS

ABOUT THE
Geo. S. Parker Fountain Pen
AND OTHER SUBJECTS.

JANESVILLE, WISCONSIN, MAY, 1898.

No. 10.

The advertisement features a central illustration of a fountain pen with its nib extended. The pen is flanked by two vertical columns of portraits of women, each representing a different state or region. The portraits are arranged in a decorative frame with floral motifs. The text is arranged around the pen and portraits.

THE BEAUTIES OF THE PARKER PEN

MASSACHUSETTS

PENNSYLVANIA

ILLINOIS

MINNESOTA

THE LUCKY CURVE AND THE NEW SPRING LOCK NOZZLE

MICHIGAN

COLORADO

THE NEW JOINTLESS GEO. S. PARKER FOUNTAIN PEN

N. CAROLINA

CANADA

THE PARKER PEN COMPANY

JANESVILLE, WIS. U.S.A.

WISCONSIN

IOWA

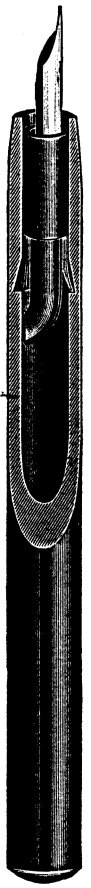
FRANKLIN 10-11

RAND, McNALLY & Co., PRINTERS, CHICAGO.

Geo. S. Parker Fountain Pen

WITH THE "LUCKY CURVE."

**AN INSTANT SUCCESS.
NO BROKEN NOZZLES.
NO LEAKY JOINTS.**



Sectional view of "Jointless," showing "Lucky Curve" and "Spring Lock" in position in barrel.

In the several years that we have been engaged in the fountain pen business, never before have we put out an article with so much confidence, or that we could recommend so unqualifiedly, as we are enabled to do with the new Jointless Geo. S. Parker Fountain Pen, which is shown herewith. Never has an article with so little advertising, or so little explanation, sprung into instant favor as has this particular pen. It has been an acknowledged fact among all fountain pen manufacturers, and the public as well, that one of the weakest parts about all fountain pens was the joint or nozzle. If there was any part about a fountain pen that would become broken easily, it was the nozzle. As the screw end of any fountain pen is necessarily very thin, it is of course more liable to break than any other part of the pen, and is correspondingly difficult to make; hence, every time the nozzle is broken it is a source of expense for repair. Then, too, it is a fact that the nozzle, as a part, that unless it is made exactly perfect, and all foreign matter kept from between the face of the barrel and the face of the nozzle, it would leak at the joint and soil the fingers. To obviate these difficulties, and do away with them entirely, has been our study. Numerous models were constructed, and almost every conceivable device was experimented with, but none were entirely successful until we hit upon the device which is illustrated herewith, and, like most good things, it is the acme of simplicity. It is almost impossible to get it out of order, and so simple that a child can operate it. By reference to the engraving, which we show herewith, which has a section of the barrel removed, the Spring Lock nozzle is shown as locked in its position in the barrel. You will also notice by the engraving that on the inner surface of the

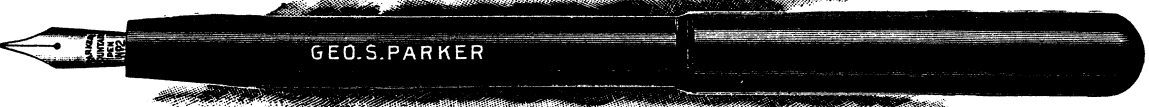
barrel, a short distance from the end, an annular recess is cut. The nozzle, or, more properly speaking, the tubular collar, which holds the pen and feeder in position, has a small curved extension leading backward, which springs, or locks into an annular recess, above referred to, which holds it securely in place so that the "Lucky Curve" can not be pushed back too far into the barrel; it also prohibits the feeding apparatus from being jarred out of the barrel should the fountain be given a sudden jerk. In order to fill the fountain it is but necessary to take hold of the pen and feeder, and withdraw from the barrel, when the reservoir can be filled, and the feeding apparatus is then as easily replaced. Another strong point in favor of this device is, that the ink reservoir extends almost around the heel of the pen, thus making the pen exceedingly prompt on account of the ink having such a short distance to travel in order to reach the point of the pen. This device is so simple and so practical that it appeals at sight to the common sense and good judgment of every user of a fountain pen. That it is bound to be a seller is attested by the fact that wherever a sample of this pen has been shown, it has invariably resulted in orders, and we were literally overwhelmed with orders for this pen, as soon as our friends had an opportunity to inspect the merits of this pen. This is the first advertising that has been given this pen, for until now we have been unable to fill orders fast enough to supply the demand for this pen. Increased facilities have now put us in a position to handle all orders promptly. We solicit your orders for same, with the understanding that if it does not bear out all that we claim for it, and that it is not satisfactory in every respect, it may be returned. You

will thus see that it is sold under the fullest guarantee. It will but be necessary for you to see and try a sample of this pen in order to become an enthusiast in regard to same. Patents are pending on this valuable improvement, and this wonderful and simple invention, in connection with the "Lucky Curve," will more than ever promote the already extraordinary large sale that has been given the Parker Pen.

THE JOINTLESS GEO. S. PARKER FOUNTAIN PEN.



No. 020, Ladies' Size, Price, \$2.50.



No. 020, Gentlemen's Size, Price, \$2.50.



No. 023, Price, \$3.00.



No. 024, Price, \$3.50.



No. 025, Price, \$4.00.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse, or stub.

"WHAT THE 'Lucky Curve' MEANS"

THE
Talk of the Pen World is the Parker "Lucky Curve." It wins with experienced and exacting pen-users. It makes

Geo. S. Parker

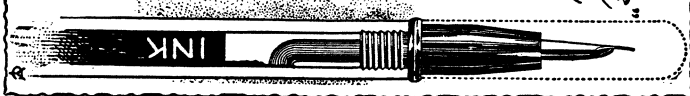
FOUNTAIN PEN

the most perfect worker and the CLEANEST PEN MADE. This cut shows how the "Lucky Curve" drains the feed joint while the pen is in your pocket. If you wish a clean, dry pen and unsolled fingers, remember the "Lucky Curve" — that's what it is made for.

Any dealer can supply you; if he persists in offering you the old kind, send to us.

Standard Parker \$2 and upwards.
"Special" " " " " \$1.50
"Silver Dollar" " " " " \$1.00

Don't buy a pen before investigating. Our Booklet FREE. THE PARKER PEN COMPANY, 90 Mill St., Janesville, Wis.



There's nothing in luck but everything for writers in

Geo. S. Parker

FOUNTAIN PEN

and made it famous as the *clean* pen. For writing it does everything but furnish the ideas. Ink and pen are always with you for *service*. It was not luck but brains that produced it and we offer in a finished pen the product of our experiments and expense.

If you are rich you can try the old kind first, but it's better to buy a Parker at the start, for you will want one finally. The dealer who says, "They are all about the same," doesn't keep the Parker. If he tries to sell you an old-style pen, send to us.

Standard Parker, - "\$2.00 and upwards."
"Special," \$1.50. "Silver Dollar," \$1.00.
Post-paid, Booklet FREE.
The Parker Pen Co., 90 Mill St., Janesville, Wis.

Sample Advertisements from Youth's Companion and other periodicals.

NOT A JOINT

EVERY ONE who writes will be quick to see that our new Fountain Pen marks an epoch in pen-making. It is regarded as a bound into perfection, so striking is the improvement. Success is crystallized in this Pen. Until now the choice has been between jointed or nozzle pens. Now you can own

A Fountain Pen Without a Joint.

In all Fountain Pens the weak spot has been the joint; the place liable to break or leak; the spot that made every Pen an experiment.



THE NEW
does away with the joint and revolutionizes the principle of construction. Our great success is the old story of simplicity. We accomplish this by combining the famous

"Lucky Curve" with our New Spring Lock Device.

As shown in the small cut, the "Lucky Curve" runs through the tubular collar which springs into position in the end of the holder or reservoir. This brings the flow of ink below the fingers and disposes of the old screw-nozzle and insures clean fingers. It also brings the gold pen into closer contact with the ink reservoir, causing it to respond quickly and accurately.

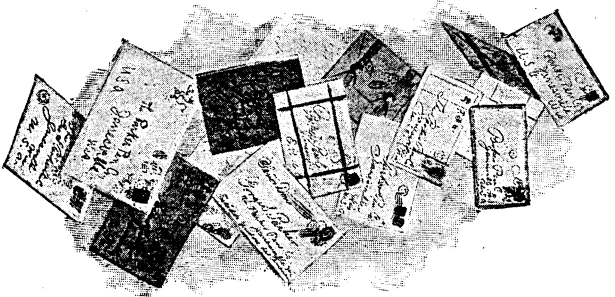
Every business man, book-keeper, stenographer, student and correspondent will appreciate these points which give them a pen always sure, quick and clean. We do not offer as a "gent's" pen but as our best skillful product, carefully tested, for everyday use under all conditions, according to size.

Sold at \$2.50, \$3, \$3.50 and \$4, according to size.

Send for our Booklet. It describes a pen that will delight you. Up-to-date dealers or by mail our or pen actual size. PARKER PEN COMPANY, 90 Mill St., Janesville, Wis.

Encircles the Globe.

By the way, do you know that the "Lucky Curve" feed is something that interests every educated person? For "Lucky" means successful, when combined with "Curve." That it does interest intelligent and thoughtful people is attested by the huge bundle of letters that comes to us each day from new friends, not only from all parts of the



United States, but from all over the civilized world, and the different stamps and strange handwritings on the envelopes would make a stamp collector anxious to overhaul our empty envelopes.

Would You Like an Agency?

If you are in a position to accept the agency for our goods, and sell some to your friends and acquaintances, or are attending school, write us for our terms. We will take pleasure in giving you full information, and answer your letter in a satisfactory manner, and we will show you wherein we can aid you to make some money for yourself. It certainly is worth looking into, if you are in a position to devote little or much time to the subject, and are willing to work hard.

Branch Office.

We have lately opened a branch office at 184 La Salle Street, Woman's Temple, Chicago, to better accommodate our Chicago

patrons. Mr. S. J. Meyerpeter is in charge of same, and will be pleased to have you call, whenever in Chicago. All correspondence and orders are, of course, taken care of at the main office at Janesville, Wis., as heretofore.

Base Ball.

Here is one of the brightest and best little things that has come to our notice for many a day. It is from the clever pen of Mr. G. B. Holmes, of Chicago:

The distinctive course of a pitched ball is like unto the Parker Pen, which also has a "Lucky Curve," carrying it safely to the end. From the pitcher, who represents our firm, the maker of this "good thing," And past the batter, who competition is, and now, only a "has been," On to the catcher, who for the public, receives the lucky bend. And holds fast to this golden prize, the Geo. S. Parker Fountain Pen.

Happy is the man who uses a Parker Fountain. Pleasant thoughts and good friends are his.



To those who have never owned a Fountain Pen the "Parker" is a *delight* — to those who have tried others it is *perfection*. First right in principle, then skillfully made to avoid the weak points found in other makes. Parker Pens seem to "go alone," so smooth and easy is the movement.

OLD STYLE GEO. S. PARKER



No. 12, Full Pearl, Price, \$6.00.



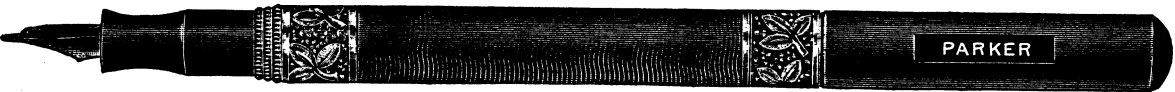
No. 11, Gold or Silver, Price, \$6.00.



No. 11, Aluminum, Price, \$4.00.



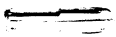
No. 10, Twist, Price, \$3.50.



No. 9, Gold Mounted, Price, \$4.00.



No. 8, Hexagon, Price, \$3.00.



No. 6, Fountain, Regular Size, Gold Band, Price, \$3.00.



No. 6, Fountain, Ladies' Size, Gold Band, Price, \$3.00. (Cut 2/3 Size.)



No. 5, Spiral, Black or Mottled Rubber, Price, \$3.00.



No. 3, Ladies' Size, Price, \$2.50.



No. 3, Chased Barrel, Straight or Taper Cap, Price, \$2.50.



New Style No. 18, Mottled or Black, Price, \$2.00.



No. 1, Plain Barrel, Price, \$2.00.

Those of our friends who desire chased barrels, hexagon, spiral, or gold mounted, or in fact any different style from those shown in the engravings of the New Parker Jointless Fountain Pens, must be content with the old style fountains with

nozzles, and it is for this reason that we still illustrate those that we can not make in the improved form. The cheap pens, such as the Silver Dollar and Special, will, of course, continue to be made in the old style holders.

FOUNTAIN PENS.

\$5 Per Line.

Did you ever stop to think what it costs to advertise in the metropolitan journals, or such magazines as the *Yonk's Companion*, *Ladies' Home Journal*, or *Cosmopolitan*? When we inform you that the price for advertising in the *Yonk's Companion* costs the advertiser each insertion four (\$4) dollars per line, and fourteen lines to the inch, and that the price of advertising in the *Ladies' Home Journal* is five (\$5) dollars per line, and fourteen lines to the inch, you can easily see what it costs to *extensively* advertise any article. Of course the advertising we have done in these papers, and many others, has cost us many thousands of dollars. Were it not for the fact that we expect that every pen that is sold from this advertising will be a standing advertisement for us, which will enable us to sell thousands and tens of thousands of others, it would indeed be a losing business proposition, but as it is, we find that it is profitable. We have further found that by educating people up to the merits of the "Lucky Curve" Parker Fountain Pens they buy our goods of our friends, the dealers, and who in turn buy them of us. We are glad to thus be of service to every dealer in this way who is handling the Parker Pen. We feel that we richly give him one hundred cents' worth on the dollar whenever he places his order with us for fountain pens, and as a round up of good measure we send out these advertisements, which are little silent salesmen, who work the year round, not only on our behalf but on your behalf if you sell Perfect Parker Pens.

A Business Proposition.

Is it not a better business proposition for every dealer who is engaged in the sale of fountain pens to sell an article that will not only please his trade, but an article that the trade wants, instead of selling a fountain of lower grade, because it can be purchased for a little less money? Another important point that we desire to impress upon the mind of every dealer handling the Parker Pen, and that is this: The very extensive advertising which we are doing for the Parker Fountain Pen brings to us thousands of inquiries, retail orders, etc., from the public from all parts of the country. We are not aiming to do a retail business, but as fast as these inquiries or orders come to us, they are referred to the dealer from whose territory they come, and the sale is thus made through the local dealer; or if cash comes to us direct, the dealer's account is credited with the same, and the buyer is directed to call on the local dealer and receive the pen, as hundreds of our friends can testify.

The splendid work and kindly feeling that has been extended toward the Parker Pen by our friends in all parts of the country has

made us feel like taking a personal interest in helping to increase the sales of every one of our friends who is now handling Perfect Parker Pens.

It is for this reason that we are spending thousands of dollars advertising our goods in the best known publications, so that we are actually educating the public up to the point of using the Parker Fountain Pen. Now the public at large are always interested in articles which they see well advertised. When a reader of the *Yonk's Companion* or *Cosmopolitan* goes into your store and sees a nice display of Parker Pens, that he has become acquainted with on account of previous advertising, he is naturally interested in them, especially as they are something that he expects to buy at some time; he walks up to the case, asks to see the pen, tries it, and if the dealer is a clever, obliging fellow, as all Parker Pen dealers are, a sale is easily accomplished. Suppose on the contrary that you are handling fountain pens, but are handling them in a way that a good many other people do—we mean by this: That you have a few put away in a corner of your regular show case, so that they can not easily be seen, and unless the person above referred to is actually looking and trying to spy whether or not you sell the Parker Pen, the chances are that he will not think especially of the pen when in your store, and you have actually missed the profit on a sale that might have been yours, and which may go to your friend the enemy, your competitor.

Now these statements are not theories, but they are actual facts, based on every day experiences. As a good, far-sighted business man it is worthy of your most careful consideration. When you come to think of it, four dozen fountain pens are not very many to sell, and when you take into consideration that you can actually increase your sales in fountain pens one hundred per cent by carrying the assortment and make a display such as a case would afford, it resolves itself into a question *how much you are willing to lose* and be without it. Were it not for being personal in the matter, we would like to give you the name of a firm who ordered a case assortment of our goods from us, and, a few days after receiving the goods, they wrote us as follows: "Since we received the case assortment of goods from you, and followed your suggestion in regard to the sales, we have sold twenty-two Parker Fountain Pens, so that you can see that the goods are beginning to move very nicely." That is a good record. It perhaps might not be equaled in every case, yet in other cases it might be surpassed. We are anxious to have you succeed. Your success means our success, and were it not for the fact that we know you could sell a good many more fountain pens by following the above suggestions, we would not voluntarily give away such expensive show cases.

Shorthand Writing.

It has often been said that a pen that will write shorthand satisfactorily will write anything. Court reporters are, as a class, very particular about their writing instrument which they expect to use. We have in our files a great many letters from reporters who have used a Parker Fountain Pen with perfect success, and who have written us unsolicited expressions that are highly complimentary to the Parker Fountain Pen. Not long since the shorthand world, and the public in general, read with much interest of the phenomenal record made by Professor Isaac S. Dement of Chicago, who is proprietor of the great Dement School of Shorthand, and who is also a well-



ISAAC S. DEMENT.

known author and writer of shorthand subjects, and who wrote at the almost incredible and wonderful rate of speed of over four hundred words per minute. In fact, we have in our possession perfectly legible shorthand notes written by Professor Dement with a Parker Fountain Pen at the rate of four hundred and twenty-two words per minute, by actual test. We know that all of our friends will be interested in seeing the picture of this wonderful man, which we show herewith, and we also reproduce a letter which Professor Dement wrote us, **unsolicited**, which further shows how he regards the Parker Fountain Pen. We say unsolicited, because Professor Dement informs us that he was offered five hundred (\$500) dollars by another fountain pen manufacturer for a letter similar to the one which he gave us **without the asking**. There are, in fact, no fountain pens on the market that can stand the test that Professor Dement places upon a fountain pen, with the exception of the "Lucky Curve" Parker Fountain Pen. We say this authoritatively, because, to our positive knowledge, Professor Dement has been the recipient of the best product in the way of fountain pens from the leading manufacturers of this country, who were extremely anxious to secure his endorsement on their article. Professor Dement has ideas of his own on the subject of pens, and we have made for him, according to his specifications, a gold pen to be used in our fountains that gives a remarkably quick and prompt action, and which seems never to disappoint. This pen is especially adapted for shorthand writers. We might say further that the Parker Pen is used exclusively in Professor Dement's Shorthand School, and while we do not have

permission to refer the public to him, yet, busy as this successful educator is, we believe that he would find time to tell you personally what his opinion is of the Parker Pen. But the letter—well, that is, as Kipling says, "another story":

GENO. S. PARKER PEN CO., Janesville, Wis.
GENTLEMEN: You have the only fountain pen that will stand high-speed work in shorthand, and a pen that will stand that will stand anything. I have used one of your pens for a long time, and it has never failed to respond. I have tried every fountain pen that has come to my notice in the hope of finding one upon which I could rely in talking rapid shorthand notes, and yours is the only one that is absolutely reliable. Your "Lucky Curve" was an inspiration.
Very truly yours,
Chicago, Ill.
ISAAC S. DEMENT.

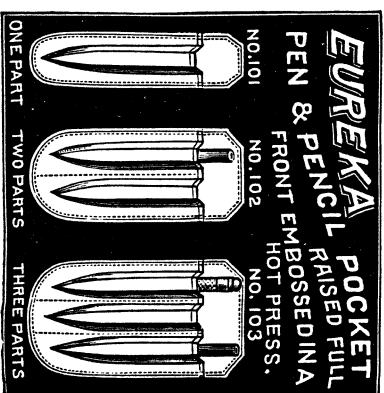
Emblem of Good Luck.

Did you ever realize it to be a fact that almost everybody who has writing to do expects sometime to buy and use a fountain pen? Have you further realized that it requires only a little effort on your part to convince such people as the above that **now** is the accepted time? That a Parker Fountain Pen is the most perfect writing instrument made? That it is one of the greatest conveniences that can be had, to say nothing of the pleasure and real luxury to be derived from its use by every writer? We believe that the day will come when the "Lucky Curve" will in fact be as much the emblem of "good luck" as the horseshoe. An article such as the "Lucky Curve," based on scientific principles, and applied with common sense, is what makes Perfect Parker Pens.

Best Looking Pocket on the Market!

A full front piece moulded in a hot press so that the openings in the Pocket at top are open. This allows a fountain pen to go in easily and also to be held securely. The smallest pencil can be carried point down, protecting the point and holding pencil, as the fineness in Pocket gradually decreases as it nears the bottom. The Pocket when in use, goes inside the vest pocket, and with a safety pin in back of the Leather Pocket is secured to the vest.

No. 101. One Part Pocket, 10c. No. 102. Two Part Pocket, 15c. No. 103. Three Part Pocket, 25c.



Purely Personal.

Our family of friends who now sell the Parker Pen has grown so large that it is impossible for us to meet each one personally to have a pleasant little visit. This is the reason why we use "Side Talks" for in it we can talk to you just as we would were it our pleasure to meet you personally.

The many kindly, yes, friendly, letters we receive from our friends, makes us feel that we have indeed been fortunate in securing and retaining such a class of customers.

Here is a letter, and a picture of the man who wrote it, Mr. D. L. Davies, who is the leading jeweler and a representative business man of Nelson, Neb.:



I have several customers to whom I have sold Parker Pens, who were disgusted with fountain pens until they got yours. Now they are perfectly satisfied. Yours sincerely,
D. L. DAVIES.

D. L. DAVIES.

To be relieved from the drudgery of writing with the old style dip pen, or to be freed from the train of disaster that follows the using of some so-called fountain pens, is indeed inviting. Therefore, is it any wonder that an unselfish man would write as did Mr. Charles E. Herr, of the Wilson Laundry Machinery Company, Columbia, Pa., who says:

If anybody in this part of the country wants to know of the unlimited merits of the Parker Pen, refer them to me. They are Par Excellence. Yours respectfully,
CHARLES E. HERR.

The well-known representative firm of Shahan & Co., Attala, Ala., write us, with an order for more goods, and say:

We have bought several makes of fountain pens in the last five years, and have failed every time to get a good pen until we bought the Parker. We now think we have found the right place to get good honest pens, and it is highly appreciated by us.

We call this letter from this well-known educator good testimony:

LE SUEUR, Miss.
GEO. S. PARKER, Esq., Janesville, Wis.
DEAR SIR: I want to tell you how much I like the Parker Fountain Pen. I bought one Christmas, and it is the best one I have ever used. Have tried several other makes, and you have got the best. A good thing deserves to be encouraged.
Yours truly,
E. BERRIGAN.

Mr. Thomas E. Hawkins, teacher in the Ontario Business College, Belleville, Ont.,

which is one of the oldest and best known Business Colleges in the Dominion, says:

Having used a Parker Fountain Pen for some time, I am convinced it has no superior. I had always been reluctant to use a Fountain Pen, but since using yours I have given it a thorough test and am delighted.

When a well-known minister like Rev. George C. Fort, of Grace Methodist Church of Sioux City, Iowa, writes what he has, it can be depended upon as facts. He says:

Dear Sirs: I have used the George S. Parker Fountain Pen for six years. It is a perfect pen in every particular. I have known many Parker users, but never yet found a dissatisfied one. I am satisfied that you are making the only perfect fountain pen on the market to-day.
Sincerely yours,
GEORGE C. FORT.

Even far-off South Africa adds her testimony. We are just in receipt of a letter from Mr. D. T. du Toit, Johannesburg, S. A. R., who says:

The Parker Pen is simply perfect, and I think I may be allowed to pass an opinion on fountain pens after having tried a half dozen different kinds. The flow of ink could not be better, and the pen does not require coaxing before the ink will flow.

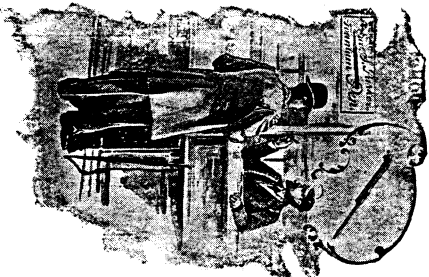
When we say that such letters which we reproduce are sent us unsolicited, it is but telling the plain truth. Wish we had the room to print all the nice letters of which we are in receipt. But we assure you that those we do not print are none the less appreciated, because we can not print them all. With such a host of good friends and well-wishers to urge us forward, is it any wonder that we are the leaders in the construction of the best things in fountain pens? But another — we want you to know what a man says who stands high in the legislative circle of New York State. We refer to the Hon. E. L. Vincent, Member of the Assembly, Second District, who says:

Of all the fountain pens now on the market, none but the Parker makes any pretension of preventing soiled fingers. This feature alone makes the pen of the highest value. But the Parker Pen possesses all the other qualities of a first-class pen, and is well worthy of the popularity it has won in so short a time.

Very truly yours,
E. L. VINCENT,
Member of Assembly, Second District,
Broome Co., New York.

We are proud of such letters as the foregoing, for they are personal letters and expressions from our friends. May we not hope, some day, to count you equally as staunch a friend?

What the Lucky Curve Does.



Why is it that the "Lucky Curve" Parker Fountain Pen gives better satisfaction than others? It is because in the construction of this fountain pen the feeding device is shaped so as to conform exactly to the requirements of the laws of nature as regards the feeding of ink by gravity and capillary attraction. A casual examination of the "Lucky Curve," and a moment's reflection, will convince you that the principle upon which this operates is absolutely correct. The "Lucky Curve" is constructed so that the mouth of the feeder comes into direct contact with the inner surface of the barrel, thus affording a continuous capillary passage from the reservoir to the point of the pen, so that the ink is fed from the feeder to the point of the pen as fast as it is used in writing.

It is a poor rule that does not work both ways. Do you know of any fountain pen now on the market, with the exception of the Parker, that, ordinarily, when the cap is removed from the pen-point end of the fountain that ink is not found around the nozzle so as to soil the fingers when the pen is next used (unless the owner can find a convenient piece of paper to wipe the fountain dry to avoid soiled fingers)? With the Parker Pen, when the writer is through with the fountain, and replaces the cap over the pen point, and puts the fountain in his pocket, the "Lucky Curve" is again put into service, and it is the medium which drains the ink from the feeder back to the side of the barrel, and from there to the bottom of the reservoir, so that there is no ink remaining in the feeder to escape over the outer surface of the fountain, consequently there can be no soiled fingers under these conditions. If you would like to demonstrate what a valuable feature the "Lucky Curve" is, remove or unscrew the nozzle from the barrel, as the case may be, when the fountain is in an almost horizontal position. This will insure the feeder being filled with ink, as can readily be seen by referring to the end of the feeder which has the open channel in same. Upon examination you will notice that the channel is filled with ink, held there by capillary attraction, gravity apparently

having but little force. Now take the mouth of the feeder and touch it to the inner wet surface of the barrel, and see how quickly, almost instantly in fact, the ink is drained from the feeder back into the reservoir, thus proving conclusively the correctness of the claims for the "Lucky Curve."

Any man of science, or anyone who has knowledge of the laws of natural philosophy, will tell you that the above is correct. If a man was to buy a house he would certainly want one with a kitchen, although, perhaps, he could get along without a kitchen. If a man was to buy a fountain pen he could use one without the "Lucky Curve," but if he wanted a complete and perfect fountain pen it would be necessary to have the "Lucky Curve" kind.

Practical Economy.

There are, indeed, few of the better-class of people to-day who do not expect at some time to buy a fountain pen. Some have viewed the fountain pen as a luxury that could only be afforded at some future time. When the facts of the matter are clearly known, a Parker Pen is not a luxury in any sense of the word. It is the most practical economy. There is, in fact, no investment that will pay as well or last as long as a Parker Fountain Pen, strange as this may seem. The man who does not own a Parker Fountain Pen will use a lead pencil or steel pen, perhaps, every day of his life, and within a comparatively short space of time will have spent as much money for these articles as he would have paid for a Parker Pen in the first place. It is on account of this very fact that we want bright, live solicitors in every part of the world to represent us in the sale of our goods, and in every instance where the matter is taken up on the proper lines, every one of our representatives has met with splendid success. There is no reason why it should be otherwise.

Ladies' Pen.

The Jointless No. 602 is the ideal pen for ladies' use. Small, yet of sufficient capacity to hold a good supply of ink.



Prize Beauties.

We know that our many friends in all parts of the country are anxiously awaiting the appearance of the portraits of the "Prize Beauties," whose photos were sent us in response to the offer which we made some little time ago. You will recall to mind that we offered a series of prizes for photos of handsome young ladies, which we could use in our advertising. This offer brought to us a very large number of responses from all parts of the country. A brighter collection of feminine beauty and loveliness it has never been our good fortune to see, and had it been left to the members of the Parker Pen Company to decide it would indeed have been puzzling to have decided which of the contestants were the prize winners. The matter was, however, not left with us, but the judges were selected from the well-known advertising firm of Lord & Thomas of Chicago, and the prizes were awarded by Mr. J. M. Doyle, who is at the head of the art department, and Mr. C. A. Case, who is at the head of the department which prepares the advertisements, and these two gentlemen selected a third, from another department. These gentlemen made a very careful study of the photos, and the position, pose, and general effects of the pictures when worked up into an engraving were taken into consideration. A partial result of the selections is shown on the first page of Side Talks. Twelve prizes were awarded, but on account of lack of room we are unable to show more than ten in this issue of Side Talks. By reference to the engravings shown, it will be noticed that the prize winners are geographically distributed over a very large portion of the country, no one State having a monopoly of bright looks or handsome faces. While, of course, we are not at liberty to disclose any of the names of these young ladies, yet, if you are fortunate enough to live in the State in which one of them resides, we would advise you to scan her features closely, for you may discover in the same some familiar acquaintance. We think that you will agree with us that these bright and handsome faces, which we have used in the construction of this advertisement, are a very fitting collection to go forth with the announcement of the new Jointless Parker Fountain Pens, which we present to our readers in this issue for the first time.

Long Lived.

The man who says a Parker Pen is high priced evidently expects to die to-morrow, for it is a fact that any Standard Parker Fountain Pen will, with proper care, last twenty years. Just think of it! An investment of two dollars, or three dollars, or four dollars, as the case may be, will furnish you a perfect writing instrument for twenty

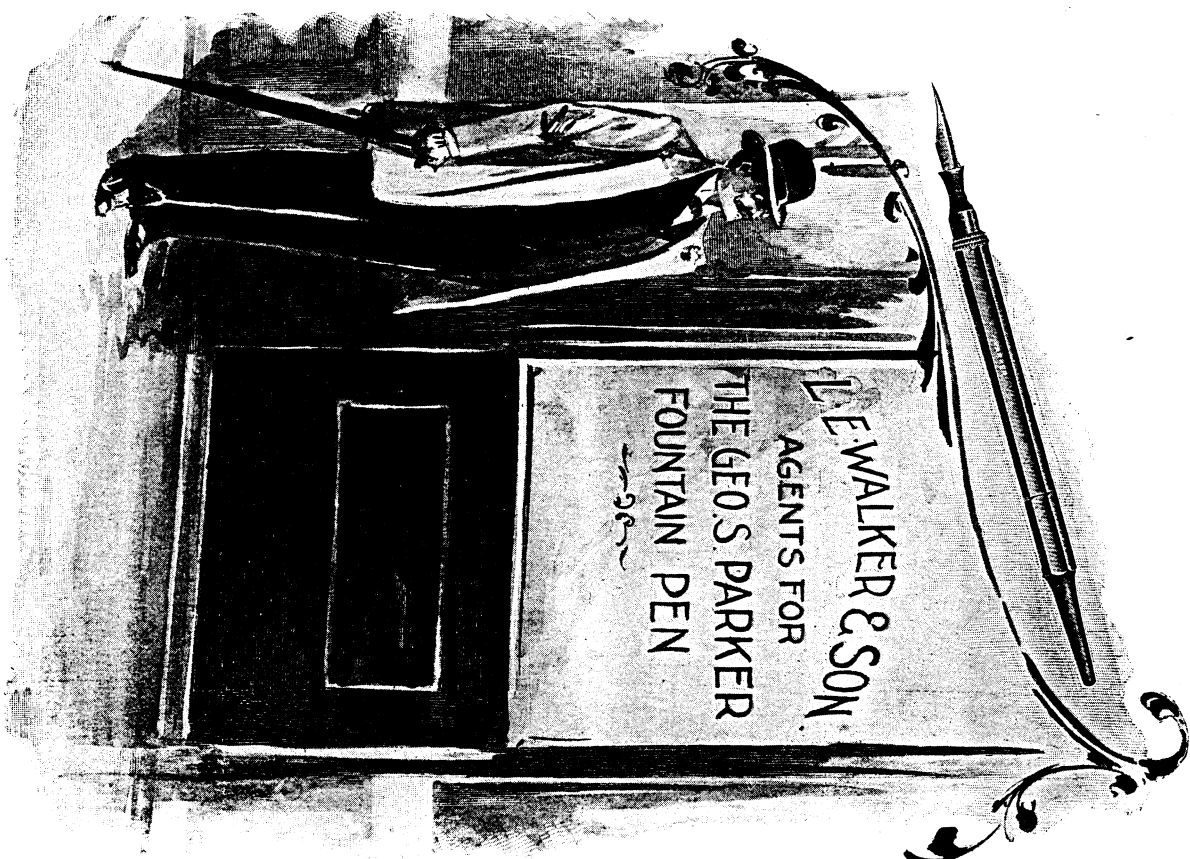
years or more for so small a sum, to say nothing of the convenience and pleasure to be derived from its use. How many dollars worth of lead pencils and steel pens do you suppose you would use in the course of twenty years? It is safe to say that it would be several times the amount that you would pay for a Parker in the first place. As a question in cold economy it is a practical one.

When we received the following letter from Mr. E. R. Sanford of the well-known Auburn School and Business College, Auburn, New York, he did not know when writing us as below that we were going to ask him to loan us his photo long enough so that we could have an engraving made of the writer. We knew that a man who would write such a clever, smooth letter as the one just referred to, the public would be interested in seeing his picture, as well as reading his letter, and he says: "All of the Parker Fountain Pens that I have sold are giving perfect satisfaction. It is indeed a pleasure to sell a pen like the Parker, which pleases my customers as it does. You certainly are to be congratulated on making so perfect a pen."



E. R. SANFORD.

We want to print just one more letter from one of our friends whose name perhaps may not be quite so well known as some others whom we have mentioned, but whose testimonial we value just as highly, for like all the others it has come to us unsolicited and unasked for. This letter is from Mr. Frank E. Austin, who is postmaster at Althea, Virginia, and writes us as follows: "Though unsolicited to do so, I can not refrain from adding my testimonial as to the superior, and I might say the perfect results to be obtained by the use of a Parker Fountain Pen. Please accept my thanks and congratulations that you have given the world such a noble pen." Are not the foregoing letters pretty strong evidence bearing out what we have said concerning the merits of the Parker Pen? No man would write us as have done these writers unless he got more than he expected to get. It is by giving our friends the kind of measure that we do, that the sale of the Parker Pen has, in a comparatively short time, assumed marvelous proportions. If you are not already a possessor of one of the "Lucky Curve" Parker Fountain Pens, you have no idea of the real luxury and comfort of this life that you are missing by not owning one of these modern writing instruments.



Do you want to realize the Best results from your investment in.....

PERFECT PARKER PENS?

Then don't hide your light under a bushel. Display your signs and advertising matter. Let the great public know you are agents for the Parker. Reap the fullest benefit of the advertising we are doing for the "LUCKY CURVE" by attracting the attention of the passer-by. This is one way of advertising, and a good one.

A Personal Matter.

As a personal question, we would like to ask you if you are entirely satisfied with the business which you are now conducting? Have you experienced losses during the past year, and have you sold lines that have not been profitable or entirely satisfactory to you? And are all of your methods correct now, and have you succeeded as well as you would like? If not, why proceed right along in the same old lines for the present year? Is it not a good time right now to call a halt and see if some of the methods you are now pursuing could not be improved upon, to turn an unprofitable line of business into a paying branch? For if it is unprofitable at the present time it is a sure indication that you are certainly not on the right track. If you are not on the right track, you ought to abandon it and get set aright. You can see on every side and every day, if you will but examine the commercial reports, that these very mistakes are being committed, which, if not rectified, inevitably lead to failure. The man who does realize this fact is the man who is termed the successful business man.

We do not mean to say that every man can be a millionaire, but we do mean to say, however, that there is not a single enterprise conducted at the present time which might not be improved upon, and be made more of a success than it is at present. The old adage, "Hard work in the right direction always brings success," was never truer than to-day. We are of the opinion that it is possible for a man to make pretty much of his business what he desires. Whether it is a natural law or not, we are unable to say, but we do believe that any man who starts out with the determination to make a success of any particular business, *he can do it if he so wills.* We believe that any man who is conducting a stationery store in a town where there are a number of stationery stores, can, if he makes up his mind, make his store the leading store of the city. It can not, however, be done by simply hoping for it. The man must make the *conditions right* and then proceed with a determination to win, and we believe that there is no power on earth that can prevent him from attaining the success that he desires. Of course, this takes hard work, careful planning, good business judgment, the abandonment of pet ideas which are proven to be wrong, and which sometimes are very hard to give up.

Success.

One of the foundations of success, not only in a wholesale business but in a retail busi-

ness as well, is courtesy. We believe that it would be utterly impossible for any man to succeed who did not have business courtesy, for the word courtesy embodies more than appears on the surface. It means a willingness, a cheerfulness, to accommodate and oblige others, and in this way, if sincere, the teachings of the Golden Rule are brought out in a way that brings to a man happiness, and commercial gain as well. Now this particular point as applied to selling fountain pens has been and can be successfully applied somewhat like this: You undoubtedly have, among your prospective customers, people who in your opinion would buy a Parker Fountain Pen, if they found just the pen that would suit their hand. They probably have used a steel pen all their life, and they become imbued with the idea that a fountain pen for their particular needs could not be made. Now, when you order Parker Fountain Pens, why not order a pen which in your opinion would be particularly suited to the requirements of the Doctor, or of Charley, as the case might be, and, when the goods come, say to him, "Doctor, I have just ordered a supply of Parker Fountain Pens, and I took the liberty of ordering one to be fitted up especially for your hand. I do not want you to feel under any obligations in trying this pen, and using it a few days, but I do want to convince you that a fountain pen is made that will suit you in every particular. Will you do me the kindness to carry this pen for a few days, and report on it?" Now do you suppose that the "Doctor" or "Charley," would not appreciate this little mark of courtesy on your part? If you do not, you are not a good judge of human nature. The very fact that you have been thoughtful and obliging enough to remember him in such a case would make him have a friendly feeling for you, and ninety-nine times out of a hundred you would sell a pen, and "Charley" or the "Doctor" would recommend the pen to his friend, bring his friend into the store, and it would probably result in the sale of several fountain pens, that could be traced to such an instance as this. Now this is only one of a dozen plans that help sell pens, and will bring profit to your coffers.

We wish to say further, that whenever you have a special order of this kind, it gives us just as much pleasure in fitting it up for you, and helping you to please your customer, as it is for you to have it done. We hope that you will feel no hesitancy whatever in making such requisitions whenever you care to do so.

If you honor us by using a Parker Pen may we not ask that you will recommend it to your friend? We will appreciate it as a personal favor on your part.

Dollar Pens.

It is with pleasure that we offer to our friends a pen that can be retailed at the popular price of One Dollar. We do not offer the "Silver Dollar" as a \$2.50 fountain for \$1, because it is not. It is, however, the biggest value ever offered in any fountain for the price. No attempt has been made towards ornamentation, yet the fountain is beautifully finished and burnished, and the fittings are perfect.

A Plain Statement.

We do not mean to say that there is no demand for a \$1 fountain pen any more than we mean to say that there is no demand for cheap clothes, for there is, in both instances. We do mean to say, however, that the demand for cheap fountain pens is being displaced to quite a large extent among the better class of trade for a higher grade pen than a dollar fountain pen could afford. A great many people who buy a fountain pen think that in a general way all fountain pens are similar, and, without a word of explanation on the part of the dealer, think that a fountain pen that costs them \$1 is equally as good as one for which they paid double the amount. It is not so much the amount of gold or the amount of rubber that is used in the construction of a fountain pen that makes it cost. It is because of the skilled labor that is expended upon these parts that produces a strictly first-class, high-grade article. We wish that every dealer who is selling fountain pens might go into a gold pen factory and inspect the various processes carefully. They might then understand, as they never understood before, why one gold pen which resembles another in general shape and characteristics, yet, is perhaps double or treble the value of its neighbor. The expense in this case is caused by the hammering, tempering, annealing, grinding, and polishing by skilled laborers, which treatment is not given to the cheap pens.

Now our experience, which is not a theory, but is based on actual facts, is, that if our friends will take the time, and make it a point, to explain to a prospective buyer why one pen costs more than another, it will richly pay him to add \$1, or \$2, or more, as the case may be, to the purchase price of a cheap fountain pen, and get a strictly high-grade, first-class article, he will find the investment the most satisfactory of any he ever made. When one takes into consideration that a Parker Fountain Pen, with proper care, will last a life time, does it not pay under these conditions to buy in the first place something that will prove satisfactory through all these years? The ordinary cheap fountain pens may last

six weeks, and possibly for six months, but when a little extra strain is placed upon them they fail to respond, the owner is disgusted, and the pen is thrown away. This little bit of experience is the experience of thousands of our friends who have learned the lesson to their sorrow, but who are now the happy possessors of Perfect Parker Pens.



Special, Price, \$1.50.



Silver Dollar, Price, \$1.00.

The Silver Dollar and Special Pens are the best pens obtainable for the prices. As with all of our goods they are well made—they are durable but not fancy; do not have the "Lucky Curve" feeder, but the next best. The pens are 14k.



Ink.

In order to get perfect results in using a Parker Fountain Pen, it is necessary to use good ink. The ordinary ink contains so much sediment that it will soon collect in the channel and seriously interfere with the proper flow of the pen, unless it is frequently washed out. For this reason we offer the Parker Fountain Pen Ink, which is the very purest and best ink for fountain pens that can possibly be made.



Repairs.

Our friends who continue to send us packages of repairs without marking their name and address on the package, or giving any instructions as to what is to be done with the repairs, are doing more to turn our few remaining hairs gray than any other known cause. Were it not for this particular complaint we do not know that we would have any reason to feel otherwise than happy. Receiving, as we do, from twenty to fifty packages per day from our various friends in all parts of the country, you can easily see what a guessing contest we would have to enter into, unless we were clairvoyants (which we are not), to decide to which of our friends these various packages belong, unless they were plainly marked with name and address. We can not

emphasize this fact too much, because it is the source of more annoyance and delay to our customers than any other known cause in connection with our business. Occasionally a dealer will have a pen brought to him broken, and he wraps it up and sends it to the Parker Pen Company, with their name plainly written on the package, entirely forgetting that we do not know as much about this particular pen as he himself, and after he has waited a few days, he does not receive the pen, writes us a letter asking us why the pen is not returned "which was sent a week ago." Now, we are just as innocent about this matter as is the man who never heard of the Parker Pens, yet, it is a difficult matter to convince some people that we are not to blame in such cases. When we receive the "kick" we make a careful examination of the handwriting, post marks, etc., if any, on the "stray"

packages, and if we can find any similarity in handwriting, we occasionally send the wrapper to the man who makes the complaint. Any dealer who sends us repairs can have, for the asking, repair envelopes, which make a comparatively safe way of sending small packages through the mail. Will you not kindly act on the above if you are the guilty man?



Will You Join Us?

We hope it will be our pleasure, in the near future, to number you among our circle of friends who use the Parker Pen. When you are a user of a Parker Pen, you have the pleasure and satisfaction as well of knowing you have the best production made. Agents for the Parker Pen are found all over the country, and are unusually bright and courteous, and will take a personal interest in showing you the "Lucky Curve."

Some dealers—but they are few in number—who do not handle the Parker, will tell you that they have the "Just as good," and try and get your money by misrepresentation. Any reputable dealer of whom you inquire can get Parker Pens for you. If he **will not**, and tries to sell you a "Just as good," which it is not, send to us and we will have your order filled direct, to your entire satisfaction.

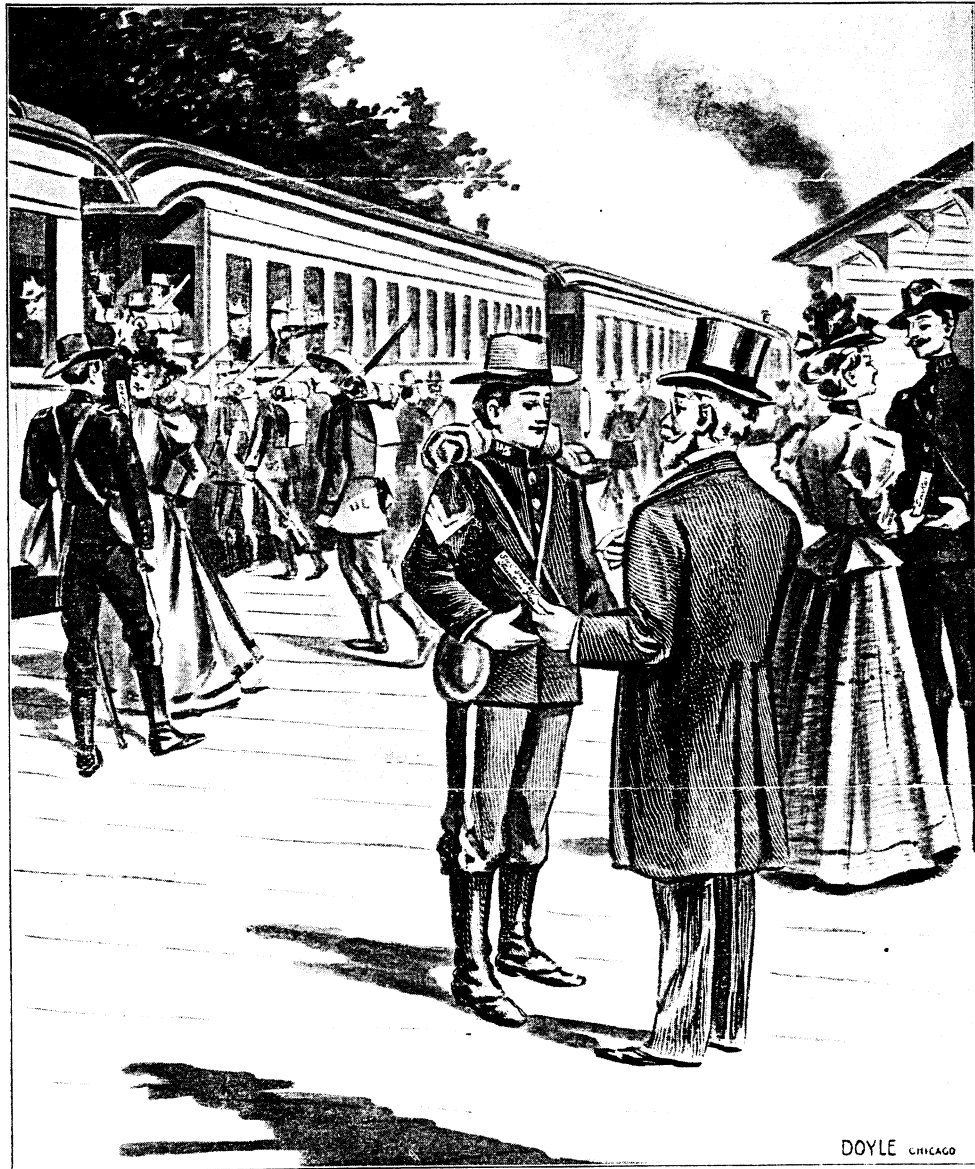
Sincerely your friends,

The Parker Pen Company.

SIDE TALKS

ABOUT THE
Geo. S. Parker Fountain Pen
AND OTHER SUBJECTS.

JANESVILLE, WISCONSIN, JUNE, 1898.



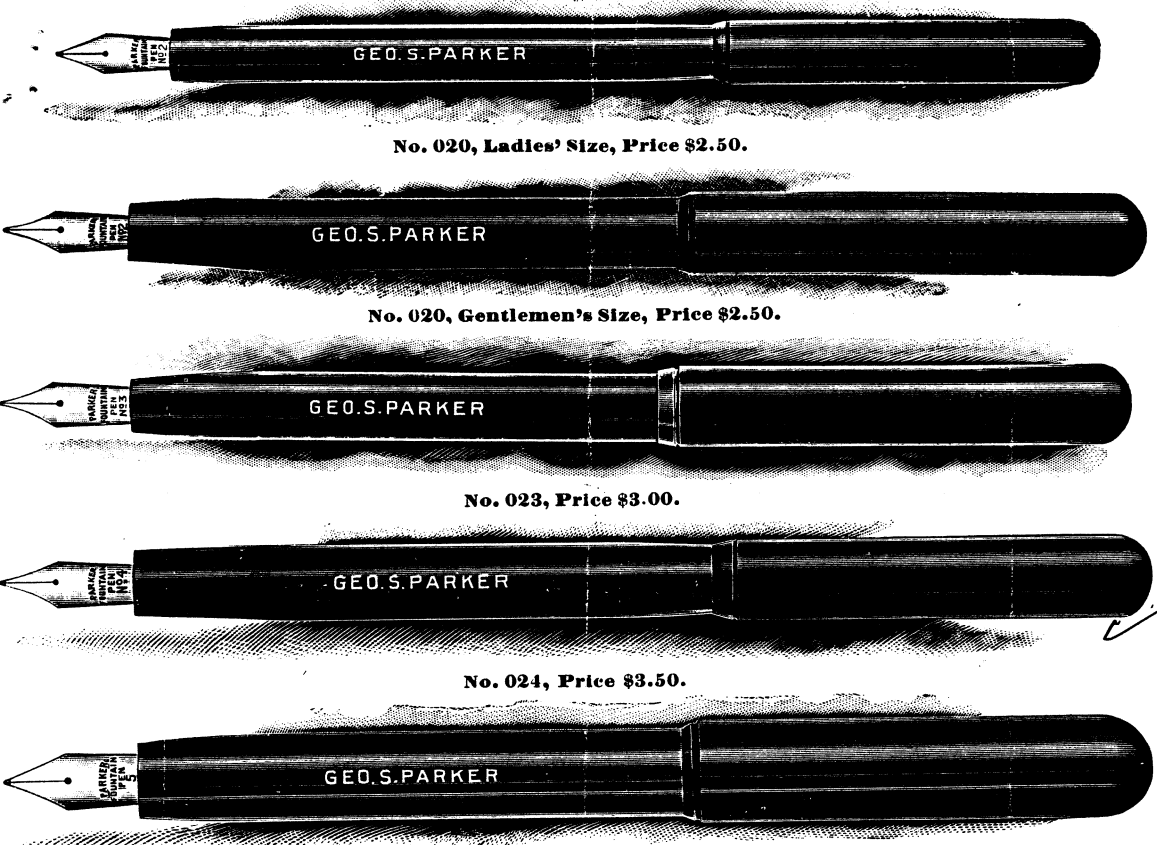
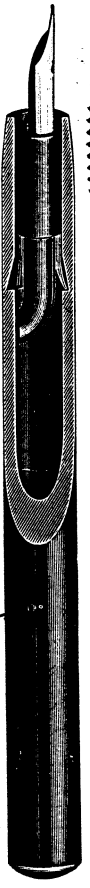
DOYLE CHICAGO

"A PARTING GIFT
TO THE SOLDIER BOYS."

S. E. ARSCOTT,
Jeweler and Stationer

THE JOINTLESS
GEO. S. PARKER FOUNTAIN PEN

Sectional view of Jointless, showing "Jacky Curve" and "Spring Lock" in position in barrel.



No. 020, Ladies' Size, Price \$2.50.

No. 020, Gentlemen's Size, Price \$2.50.

No. 023, Price \$3.00.

No. 024, Price \$3.50.

No. 025, Price \$4.00.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse or stub. These pens do not begin to show the real beauty and finish of these pens, which are supplied in Haven Black, Mottled Green or Red.

| |
|--|
| <p>PARKER'S Bankers' Safety INK</p> |
| <p>Acids will not affect it.</p> |



Here is an ink that bankers and business men have been looking for, many years. It contains no acids and yet acids will not affect it. The very best writing fluid made heretofore is easily susceptible to acids which will remove the ink mark. With the Parker's Bankers' Safety Ink the ink cannot be effaced or eradicated by acids unless paper is destroyed.

This is the only absolutely safety ink ever sold, and will work without corroding in a fountain pen or a steel pen.
Sold only in two sizes: pints, 60c., six bottles \$3.00; quarts \$1.00 or six bottles for \$5.00. Absolutely guaranteed to do as represented.

Can you afford not to give this protection to your books, drafts, checks, wills and other valuable papers when this ink can be purchased at a merely nominal price? It is worth its weight in gold to any careful, prudent business man who has in his keeping valuable papers.

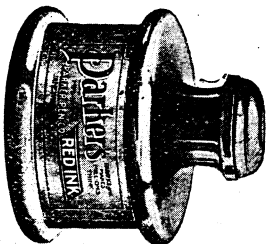
Not generally sold by the trade, therefore we will fill orders direct.
THE PARKER PEN CO.,
Janesville, Wis.

To the one who has charge of valuable papers.

PARKER INKS.

PARKER'S RED INK.

2-oz. Bottles, full measure, per dozen, \$1.20
 4-oz. Bottles, full measure, per dozen, 2.40
 ½-Pint Bottles full measure, per dozen, 3.60



Miniature Cut 4-oz. Bottle.

PARKER'S OFFICE PASTE.

2-oz. Bottle, with brush, per dozen, \$.60
 4-oz. Jar, patent cover and brush, per doz, 1.20
 8-oz. Jar, patent cover and brush, per doz, 2.40
 Quart Jar, patent cover and brush, per doz, 8.00

PARKER'S LIQUID GLUE.

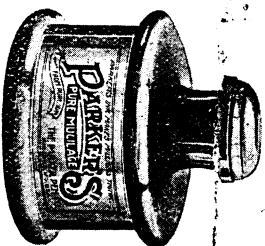
2-oz. Jar, round large mouth, per dozen, \$1.20



Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

PARKER'S MUCILAGE.

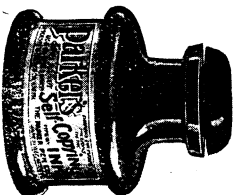
PER DOZ.
 2-oz. Bottles, \$.60
 4-oz. Bottles, 1.20
 ½-Pint Bottles, 3.00
 Pint Bottles, 4.50
 Quart Bottles, 8.00



Miniature Cut 4-oz. Bottle.

PARKER'S SELF-COPYING INK

A very heavy ink. Used where one desires to copy without a regular press.



4-oz. Bottles, per dozen, \$2.40
 ½-pint Bottles, per dozen, 4.80

PARKER'S MAGIC OR INVISIBLE INK.

A good deal of a novelty yet it has quite a sale. A sheet can be written and no one be aware of its contents, unless the sheet is heated when the writing appears.
 Price, per bottle, \$.25



Miniature Cut Magic Ink.

THE PARKER TYPEWRITER RIBBON.

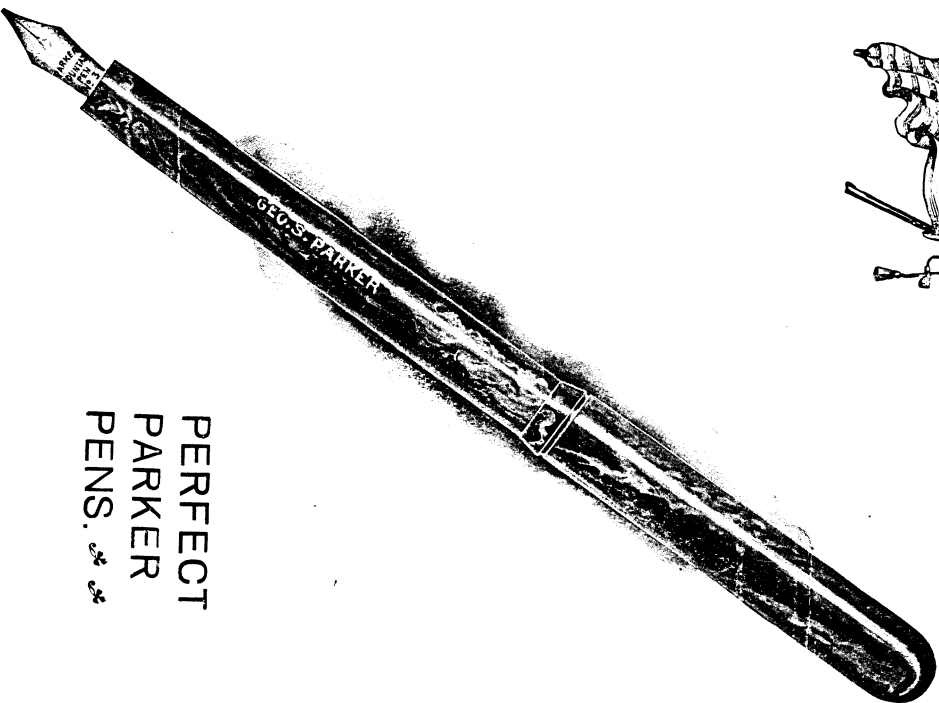
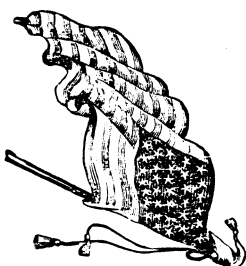
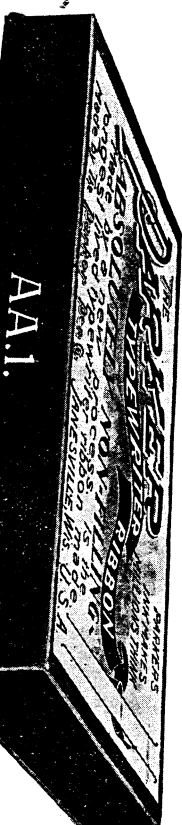
It will please you. The most durable and best colors are purple or black. Parker Ribbon, any color, packed in air-tight glass jar. Price, \$1.00
 Parker Ribbon, Quality AA 1, full measure, packed in handsome pasteboard box, in colors, .75



Miniature Cut of Office Paste.

PARKER'S IVORY PASTE

(No cut of jar.)
 For photo mounting. Large white porcelain or flint jars. Very convenient and the best.
 Dozen, \$2.40



PERFECT PARKER PENS.

Fac Simile of the Geo. S. Parker Jointless Fountain Pen No. 023 with which Judge Day, President of the Peace Commission, affixed his signature to the Treaty of Peace at Paris.

fashioned pens now on the market have actually been eliminated. This Jointless Pen, placed on the market considerably less than one year ago has made for itself a record unparalleled in fountain pen history. In fact, in six short months the demand has been such as to double the ordinary output of our factory and to necessitate greatly enlarging our plant to take care of the great volume of trade.

That this pen is justly regarded as the world's greatest writing instrument is proven by the fact that Judge Day, President of the Peace Commission, affixed his signature to that important document with a Geo. S. Parker No. 023 Jointless Fountain Pen furnished him by the Department of State at Washington, and which by the way, in common with other Departments, is a large buyer of the Parker Jointless Pen.

Hypnotic indeed must be the salesman or dealer who can induce a prospective purchaser to invest in any of the old fashioned nozzle pens when he understands the construction of the Parker Jointless with the Lucky Curve. We want you to become a user of a Parker Jointless, for it will please you as no other fountain pen ever has, and when you do you will have the satisfaction of knowing you have the best the market affords. Made in many styles and sizes to fit and suit any hand.

Hoping soon to number you among the vast army of Parker Pen users, we are,

Sincerely your friends,

The Parker Pen Company,
JANESVILLE, WIS., U. S. A

SIDE TALKS

ABOUT THE
Geo. S. Parker Fountain Pen
AND OTHER SUBJECTS.

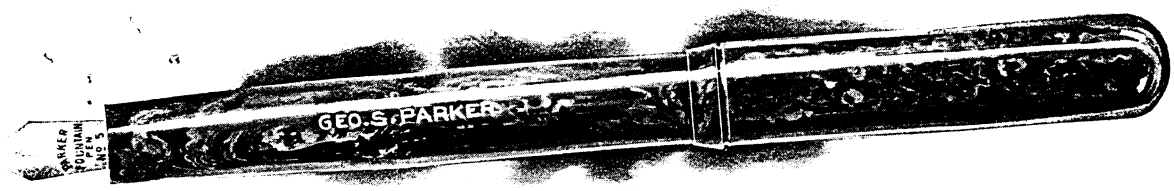
JANESVILLE, WISCONSIN, SEPTEMBER, 1898.



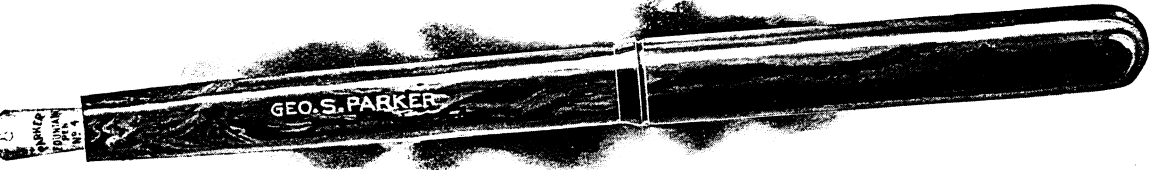
JACK'S PRESENT.

THE JOINTLESS GEO. S. PARKER FOUNTAIN PEN

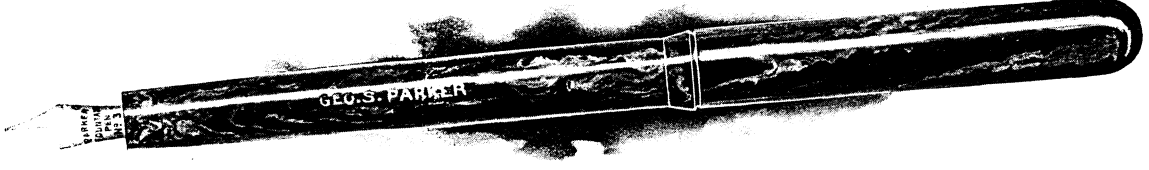
WITH THE "LUCKY CURVE"
No Screw to break. No Nozzle to get "Stuck."
No Joint to leak. PERFECTION.



No. 025. Mottled Rubber, Price, \$4.00.



No. 024. Mottled Rubber, Price, \$3.50.



No. 023. Mottled Rubber, Price, \$3.00.



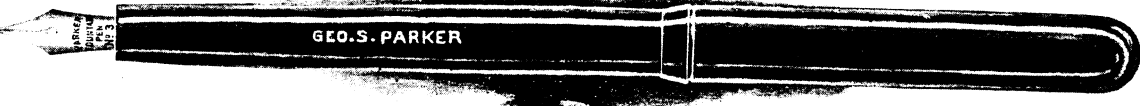
No. 020. Mottled Rubber, Ladies' Size, Price, \$2.50.



No. 020. Ladies' Size, Raven Black, Price, \$2.50.



No. 020. Gentlemen's Size, Raven Black, Price, \$2.50.

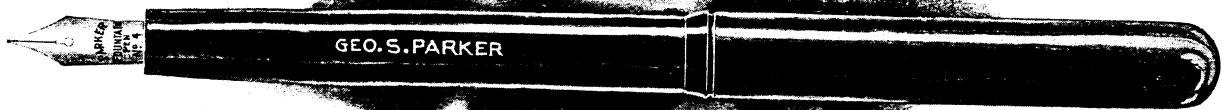


No. 023. Raven Black, Price, \$3.00.

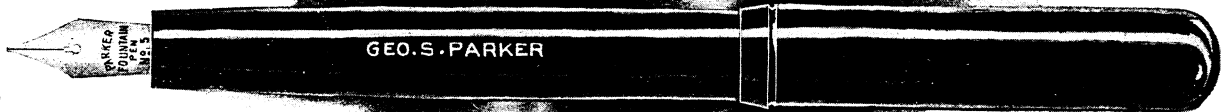
THE JOINTLESS GEO. S. PARKER FOUNTAIN PEN.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse, or stub.

THE JOINTLESS GEO. S. PARKER FOUNTAIN PEN—Continued.



No. 024. Raven Black, Price, \$3.50.



No. 025. Raven Black, Price, \$4.00.



Parker Shorthand Pen, Large, Price \$4.00.

The very finest quality of gold pens used. Furnished in almost any style of point—fine, medium, coarse or stub.

The Jointless Parker.

The splendid success that has been attained by the Geo. S. Parker Jointless Fountain Pen stands unparalleled in the history of fountain pen making. Any invention that is a radical departure from the old lines laid down, and from beaten paths followed for years before, must indeed have extraordinary merit to spring at once into public favor as has the Jointless Parker Pen. When it is taken into consideration that this pen is so radically different from the old style fountain, and that different treatment must be accorded it in filling, many of our friends who have read our little booklet have not realized what we have done by the invention and introduction of this Jointless Fountain Pen, and it is only when we say to them that we have eliminated three of the weakest parts commonly found in the ordinary make of fountain pen, namely, the Nozzle, Joint and Thread, do they realize what we have done for the pen trade with the Jointless Pen. It is a fact, that with the old-style nozzle pen, that the objectionable thread was a continual source of expense and repair on account of the ease with which this was broken, for it is obvious that the thread portion of a fountain is its weakest part, and it is the part that, if a slight pressure or strain is given it, gives way. Another objectionable feature about the old-style pen is that unless the fountain is screwed up very tight, ink will, in spite of all that is done, continually ooze through the joint, and soil the fingers. It is also an obvious fact that in our Jointless Fountain Pen these serious objections are entirely overcome. Our prediction is, that before another year rolls around other companies will attempt to put out an imitation of the Parker Jointless Fountain Pen, for as the old saying is, "Imitation is the sincerest form of flattery."

Description.

The Parker Jointless Fountain Pen marks an epoch in fountain-pen making. The old-style fountain, with the nozzle, making necessary an extra length of fountain, the threads which were so apt to break if a little unusual strain were placed upon them, and the joint, always the dread of fountain pen makers, are entirely eliminated in the Parker Jointless. So simple is the pen that many wonder why no one ever thought of it before. It consists of a barrel, the inner surface of which near the outer end has a triangular recess cut clear

around; a little tubular collar which holds the pen and feeder. This little collar has a slight extension, and when the feeding apparatus is pushed into the end of the barrel the little extension slips, or locks, in the annular recess and the fountain is ready for use. The cap fits over either end of the barrel equally as well. So easy and simple is the operation that a child can operate the pen.

Very Essential.

Some of our friends overlook the fact of how essential it is to keep their fountain pen stock in good condition. When an invoice of pens has been received, the pens should be filled and tested; then put away in the case, with CAP OVER PEN POINT. Never, under any circumstances, put away a pen with ink in the barrel, without first putting the cap over pen point. If the air vents in the caps are not closed with beeswax when you receive the pens, do so yourself. This will keep the ink from evaporating when the pen is in the case, and the fountain will be nice and fresh, ready to start the instant it touches the paper. When the pen is sold be sure and open the air vent, and instruct your customer to keep it open.

An Electro for Your Ad.

Any dealer who would like to do some local advertising, and who uses newspaper space, will find that by making use of an electrolyte of a fountain pen, that he can make a splendid advertisement, not only calling attention to his fountain pen business, but a cut of a pen makes a very attractive advertisement, and will call the attention to his general business and to his advertisement as well. We will take pleasure in forwarding to any of our friends an electrolyte of any one of our pens to be used in this connection, without charge.

Jack's Present.

"Jack's Present" is the title of the beautiful engraving on the first page of Side Talks. The Jointless Parker Fountain Pen being pre-eminently a lady's pen, no young man need remain in doubt, after seeing this picture, what kind of a present to send his sweetheart or his sister. No more appropriate or pleasing present could be given than a Parker Jointless Pen.

HOW OTHERS LIKE THEM.

Disinterested testimony is the strongest. This is why we reproduce below the letters from prominent people, well known in commercial and trade circles:

More than Satisfactory.

PORTER BROS. CO., Commission Merchants,
MINNEAPOLIS, MINN., April 28, 1898.
Am using a Parker Jointless and find it more than satisfactory. This pen will please all. The flow of ink is very fine—beats any I have ever tried.
Yours very truly,
EDWARD R. COOLEY.

Good Authority.

STATE NORMAL SCHOOL,
GEO. MORRIS PHINNS, Ph. D., Principal,
WEST CHESTER, PA., April 25, 1898.
I am using a Parker Jointless and can speak very highly of it. This pen will, I believe, lead to increased sales of your pens.
Yours very truly,
G. M. PHINNS.

Think So Ourselves.

JOSLIN & PARK, Jewelers,
DENVER, COLO., April 23, 1898.
The Jointless is receiving high praise from all who see it. Am afraid the regular old style crotchless pens will not sell in competition with the Jointless.
Yours truly,
JERVIS JOSLIN.

Every-Day Experience.

RICHARD HERTZ,
Dealer in
Diamonds, Watches and Jewelry,
RENO, NEVADA, April 28, 1898.
Please duplicate my last order for the Parker Jointless. I have sold all my first order. They are bigger sellers than I expected.
Yours truly,
R. HERTZ.

Shorthand—400 Words per Minute.

DEMENT COLLEGE,
37 Randolph St., CHICAGO, May 3, 1898.
You certainly deserve magnificent success, for when shorthand writers come to know what you have really done for them, you will receive their patronage to a man.
Sincerely yours,
ISAAC S. DEMENT.

What a Well-Known Lady Says.

BAPTIST COLLEGE,
ATLANTA, GA.
Our students and faculty are delighted with the Jointless Pen.
Allow me to say, the pen exceeds my expectations. I thought it would be good, but I think this perfect. I have heretofore used the Wirt and Waterman, and thought them quite satisfactory, but with your Jointless I am more than satisfied.
Sincerely yours,
CARRIE E. BENNIS.

Can't Help It.

NATIONAL RAILWAY PUBLICATION COMPANY,
NEW YORK CITY, April 20, 1898.
It would be a little difficult for me to not see a Food many nice things about your Jointless Pen, or I am very much "struck" on it. It is the only fountain pen that behaves well all the time, and this is a pleasure to recommend it to my friends.
B. B. HARLAN.

Very Satisfactory.

PHILADELPHIA, April 22, 1898.
I am now using one of your Jointless Fountain Pens, purchased since receiving your circular from one of your Philadelphia agents, and I will say, that I find it very satisfactory.
Very truly yours,
PAUL M. ELSSASSER, M. D.,
751 N. 20th St., Philadelphia, Pa.

Well-Known Remington Typewriter Agent.

TORONTO, June 18, 1898.
I received the Parker Jointless Pen in due course and have used same ever since. I am free to confess that it has worked satisfactorily up to the present time and there is every indication of its continuing to work right. I am much pleased with it.
Yours very truly,
CHAS. E. ARCHIBALD.

The U. S. Government.

DEPARTMENT OF STATE,
WASHINGTON, July 30, 1898.
We regard the Parker Jointless Fountain Pen a most excellent one, and it undoubtedly will give entire satisfaction to those who use them in the Department.
Very respectfully yours,
WM. H. MICHAEL, Chief Clerk.

Ask for for the Parker.

A. J. STRECK,
Printer and Stationer,
WALHALLA, S. C.
Since handling your pens I have found them all that you claim, and customers are beginning to ask for the "Parker," having seen them in use.
Yours very truly,
J. A. STRECK.

Can't Get Along Without It.

RICHMOND, VA., July 19, 1898.
I send you by this mail my Fountain Pen to be repointed. Please repair it and let me have it as early as you can. I don't know how to get along without my Parker, and would not take \$10 for it if I could not get another. I find it a "traphers' use." I have been using it for some time and it gives perfect satisfaction.
Yours truly,
J. M. BINFORD.

Easy to Sell.

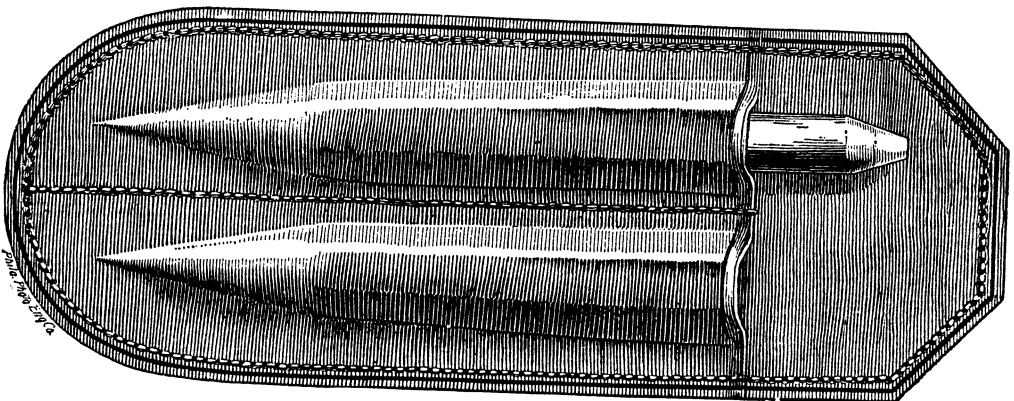
WAVERLY, ILL., June 2, 1898.
The Parker Pen Co., Jakesville, Wis.
The pens received O. K. I think the new spring lock Jointless Fountain Pen is a beauty and just what the public have been wanting. I filled one and took it to our city attorney to try, and it was sold after he used it five minutes.
Very respectfully,
W. B. ROGERS.

But It Don't.

COLUMBUS, OHIO.
Find enclosed check, as per bill enclosed. The pen is simply immense. I have named it the Commodore Dewey of Fountain Pens; it certainly is a beauty. I shall ever remember your kindness and patience with me, for I admit, I am hard to please, but you fixed me up in great shape, and, at any time, if a word from me will do I can in your behalf, for you certainly have a good article and one that will sell on its merits. The only mystery to me is that it don't leak— but it don't.
Yours respectfully,
E. G. MANN.

A Well-Known House.

NEILSON, B. C.
Please forward order for Jointless Pens, as follows: * * * The writer desires to say that it is his experience that the Parker Jointless Pen is the easiest seller he has ever handled. It is a pleasure to show it, because there is merit in it. Kindly send invoice in duplicate—one copy certified for customs, and oblige,
Yours truly,
THOMPSON STATIONERY CO.



No. 2 Pocket.

Here is an Article

That will be appreciated by every one who uses a Fountain Pen or lead pencil. The only objection to them from a Fountain Pen man's standpoint is, the owner of a fountain pen will never lose it, if he uses one of these pockets. These pockets are different and better than any others. The mouth of the pocket is kept open at all times by means of a piece of stiffening so the pen or pencil will go in easily, and the pocket gradually becomes smaller toward the bottom so the article is held securely in place.

"The 'Pocket' is worn in the vest pocket in which it is fastened and out of sight or in various colors.
No. 2 Pocket, 2 Parts.....15c
No. 3 Pocket, 3 Parts.....25c
They are packed one dozen in a box on a card, as desired. The price to the trade, where dozen lots are not broken, is 90c for No. 2 and \$1.50 for No. 3. In broken dozens the price will be \$1.08 and \$1.80 respectively.

Have You Been There?

We believe if a young man deserves success, he will get it. Some people don't deserve it, and don't get it. Did you ever go into a store to buy something—and the place vacated apparently; the proprietor in the back part of the store, out of sight, the clerks doing something else—and you compelled to stand and wait until his august highness can come forward? When he does, he looks at you in such a way that you wonder why his wife does not utilize the store and turn it to a practical account, and have him look at the ice cream freezer in order to freeze his contents. Oh, yes, for a time such a dealer may succeed—only, however, until some enterprising, warm-hearted, obliging, courteous young fellow comes along, sees what a "snag" he would have by such competition, and starts in business near Mr. (Jimmystides). We won't give the ending of Mr. C., for you may have a case or two in your own town.

Personal.

While this may not be strictly a business matter, yet we would just like to ask you why you are continually looking forward to the time when you can get happiness and contentment in pieces as large as the Klondike nuggets are popularly supposed to be. Just realize that you are "hunting" through life at terrific pace, and if you put off getting the enjoyment that is supposed to come when you are about to close your ledger, the chances are you have been chasing a phantom for years, and your life is not as much of a success as it ought to have been.
Sell the best goods you can. Never misrepresent. Throw in a little word of good cheer. Treat Mr. Customer about as you would like Mr. Customer to treat you, were the relative conditions reversed. Just try it and see if there are not some good things you have been missing day by day.

Dollar Pens.

Did you ever stop to realize that it takes fully as long to sell a fountain pen that sells at \$1 as it does to sell one for \$2, \$2.50 or \$3? Has it not occurred to you that a fountain pen that sells for a dollar does not pay you nearly as well for the

and the general expense of running your business, and it is for your interest to sell the article that will bring you the best profit, and will make the best show at the end of the year. We do not mean to say that there is no demand for a \$1 fountain pen any more than we mean to say that there is no demand for cheap clothes, for there is, in both instances. We do mean to say, however, that the demand for cheap fountain pens is being displaced to a very large extent among the better class of trade for a higher grade pen than a dollar fountain pen could afford. A great many people who buy a fountain pen think that in a general way all fountain pens are similar, and, without a word of explanation on the part of the dealer, think that a fountain pen that costs them \$1 is equally as good as one for which they paid double the amount. It is not so much the amount of gold or the amount of rubber that is used in the construction of a fountain pen that makes it cost. It is because of the amount of skilled labor that is expended upon these parts that produces a strictly first-class, high-grade article.

Silver Novelties.

All jewelers and druggists, have call for and sell sterling silver articles, such as paper cutters, manicure sets, button hook, finger files, cigar cutters, mustache combs and many other such goods which are at all times sellers, and especially in the fall of the year approaching the holidays. Many of our friends who use this class of goods can now purchase them of us and save express charges by having fountain pens and silver novelties packed in the same package. Our limited space forbids us showing more than one plate, although we carry a large variety in stock. The goods are the very finest sterling 925-1000 fine of the latest design. We do not break sets, as they are nicely put up on cards. The cut shows the arrangement and number of pieces in each set. Handling these goods as we do, we can furnish them to you for a less price than you would have to pay for the same or similar goods of a high grade. We have made the price here net to the trade. The dealer can add to the price whatever per cent. of profit he thinks best. We can fill your order promptly. Price of 0107 \$1.55, consisting

of Cigar Cutter, Finger File and Mustache Comb. No. 0104 \$1.50; Nail File, Manicure Scissors and Cuticle Knife. No. 0117 \$1.05; Nail File, Shoe or Button Hook and Ink Eraser. No. 0108 \$1.15; Ink Eraser, Letter Opener and Seal. No. 0114 \$1.15; Nail File, Tooth Brush and Shoe or Button Hook. Hand-painted Book Mark with Cord and Tassel (no number) 50 cents. No. 09 \$4.75; Large Paper Knife with beautiful pearl blade. No. 018 \$2.40;

Small Paper Knife with pearl blade. No. A. A. \$4.35; Nail files, medium sized Paper Knife and Shoe Hook.

The following are carried in stock but not shown in cut, but are same grade and quality of goods: No. 0118 \$2.00; Manicure Scissors, Cuticle Knife, Nail Knife, Finger Files and Tweezers. No. 0109 \$1.05; Ink Eraser. Engraved flat pearl handle for desk pen and Seal. No. 0119 \$1.65; engraved flat pearl handle for desk pen. Paper Cutter and Combined Ink Eraser and Knife Blade. No. 0115 \$1.80; Hair Cutter, Shoe Horn and Large Shoe or Button Hook (a most beautiful set). No. 0112 \$1.65; same as No. 0114 shown in cut, only larger. No. 0120 \$1.25; same as 0115 without Hair Curler.

Physician's Fountain Pen.

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Fountain Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary. We will say, however, that the fountain is practically our No. 025 made over into a physician's fountain. To show one of these to the successful practicing physician is to make a sale.

Shorthand Pen.

Of so much importance has the subject of shorthand writing become and so exacting are the demands of shorthand writers who require an absolutely perfect pen made to suit their requirements, that we have devoted special attention to the subject. We present herewith our Parker Jointless Shorthand Pen. The gold pen used was designed for us by Prof. Isaac S. Dement, the expert shorthand writer and the author of various works relating to shorthand matters. The pen is extremely short nibbed, very quick in action, has a slit on each side of the main slit in the ribs, permitting the peculiar elasticity to the pen required by rapid writers. We make it in two sizes only. A smaller size than the one shown in the engraving, sells for \$3.00. If you are not a shorthand writer, you probably would not like it. But for the use for which it is intended, it is simply perfect, and pronounced so by the leading shorthand writers of the country.

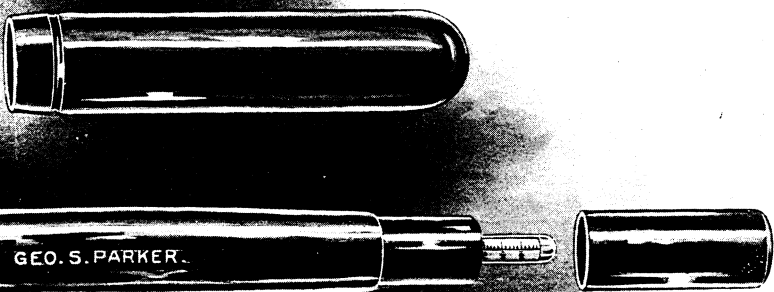


Special Price, \$1.50.

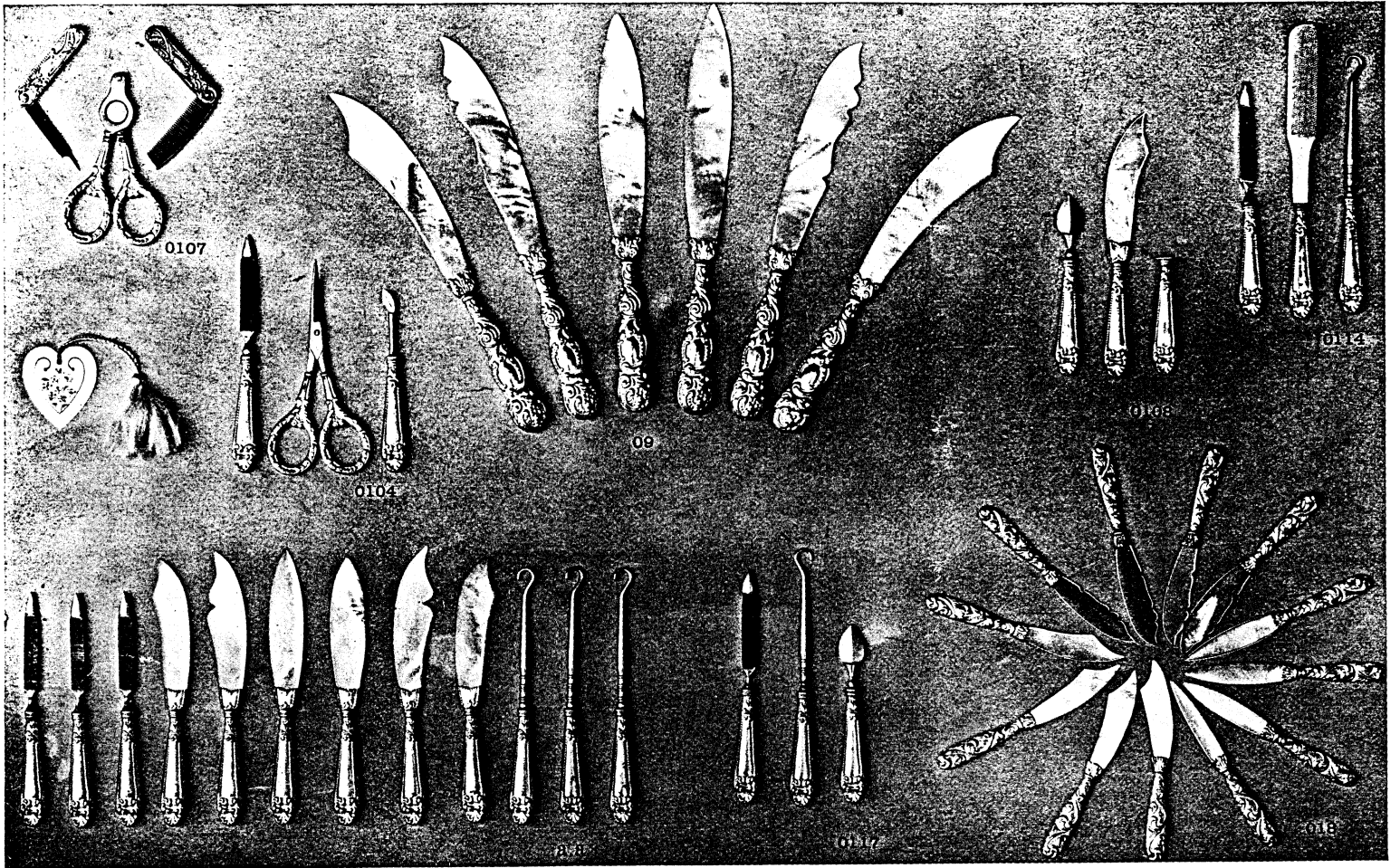


Silver Dollar, Price \$1.00.

time expended as does a better article sold at a better price? Now you are out for expense each day, for rent, clerk hire



Parker Jointless Physician's Thermometer Fountain Pen, Price, \$5.00.



STERLING SILVER NOVELTIES. (See preceding page.)

Case.

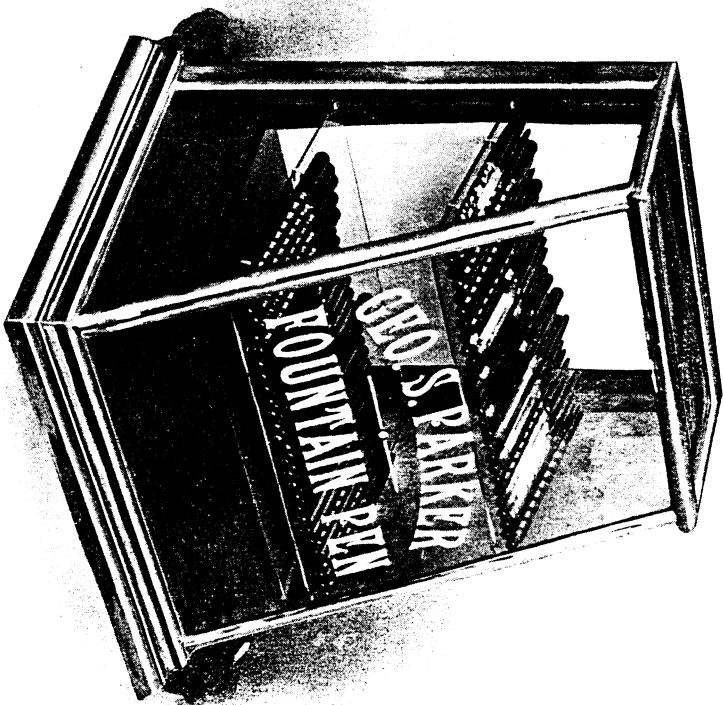
Did it ever occur to you that it is a good thing for you to give your customers to understand, and to cause it to be a fact, that your store is the up-to-date store; that you are keeping abreast of the times; and selling the articles that are advertised and well known? Your customers who see a well-advertised article in your store, recognize that you are an alert, wide-awake, up-to-date dealer. They know, too, that you probably lead your competitors by having such goods in stock and your trade established on them six months or a year before they realize where you are at. This kind of business judgment, together with push, courtesy and a determination to win, never fails to bring success, and it is for this reason that we desire to impress upon you the importance of carrying a nice assortment of our goods, such as a case will afford.

With your first order for four dozen or more Parker Fountain Pens, at regular rates, we will take pleasure in sending you, with our compliments, one of the handsomest little show cases ever made for the purpose of displaying fountain

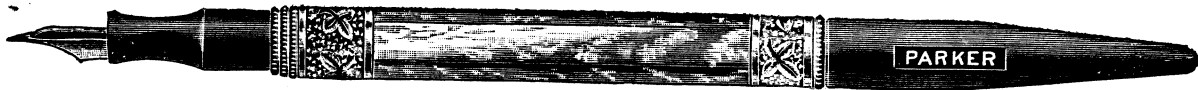
pens. This case is trimmed in oak, cherry, walnut or nickel, as you may desire. This handsome show case displays one time four dozen fountain pens. Each case is fitted with a Yale lock with keys, has a drawer in the bottom for scratch paper, ink, staples stock, etc. It will make one of the neatest accessories to your store that you can possibly imagine. After you have had it in stock for a month or two, you will wonder how you ever consented to get along with one of these.

When you come to consider the fact that there are few articles in your store that will pay you a better rate of profit than a Parker Fountain Pen, we are confident that you will find it to your interest to push the sale of the Parker Pen, as you have never pushed it before.

The best of all, however, you will find that this case will greatly augment the sale of fountain pens with you, for you will be enabled to attract the attention of the readers of the magazines who receive our advertisements similar to what we produce above. We would like to have you carefully consider the foregoing, as a business proposition, you will find it a first-class one.



OLD STYLE GEO. S. PARKER



No. 12. Full Pearl, Price, \$6.00.



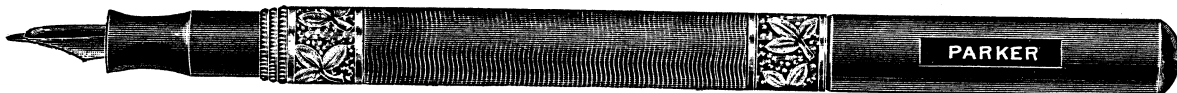
No. 11. Gold or Silver, Price, \$5.00.



No. 11. Aluminum, Price, \$3.50.



No. 10. Twist, Price, \$3.00.



No. 9. Gold Mounted, Price, \$4.00.



No. 8. Hexagon, Price, \$3.00.



No. 6. Fountain, Regular Size, Gold Band, Price, \$3.00.



No. 6. Fountain, Ladies' Size, Gold Band, Price, \$3.00. (Cut 2/3 Size.)



No. 5. Spiral, Black or Mottled Rubber, Price, \$3.00.



No. 3. Ladies' Size, Price, \$2.50.



No. 3. Chased Barrel, Straight or Taper Cap, Price, \$2.50.



New Style No. 18. Mottled or Black, Price, \$2.00.



No. 1. Plain Barrel, Price, \$2.00.

Those of our friends who desire chased barrels, hexagon, spiral, or gold mounted, or in fact, any different style from those shown in the engravings of the New Parker Jointless Fountain Pens

must be content with the old style fountains with nozzles, and it is for this reason that we will still illustrate those that we cannot make in the improved form.

FOUNTAIN PENS.

Our Advertisements.

THE SUCCESS OF THE PEN AGE.

THE JOINTLESS LUCKY CURVE GEO. S. PARKER FOUNTAIN PEN

The greatest improvement ever made in fountain pen construction. **NO SCREW TO BREAK. NO NOZZLE TO GET STUCK. NO JOINT TO LEAK. PERFECTION.** It is PERFECTED. We never owned a fountain pen. The "Parker" is a DELICATE—to those who have tried others. Parker Pens seem to "go home" so smooth and easy, that this made us avoid the weak points found in other makes. For sale by bright dealers everywhere. If the dealer of whom you inquire does not keep the "Parker," and tries to sell you a "just as good," he is either dishonest in his ignorance, or trying to deceive you. If he will not supply you, we will. *Interesting Booklet Free.*

THE PARKER PEN COMPANY, Mill St., Janesville, Wis.
The largest bona fide manufacturers of fountain pens in the world.

We reproduce herewith some advertisements that you have probably become familiar with through seeing them in magazines and elsewhere. We reproduce these simply to show you what an extensive advertising is being given to our goods. An-

for our pens, and who attempts to sell another and inferior make of fountain pen, instead of the Parker that is called for. A dealer who will do such a disreputable thing as this, and will tell a prospective customer that he cannot get a Parker Pen

The Clean Fountain Pen

The only Pen that Cannot Soil the Fingers.

The New **Geo. S. Parker Fountain Pen**.....

NO SCREW TO BREAK. NO JOINT TO LEAK. PERFECTION.

The Success of the Pen Age.

For sale by bright dealers everywhere. If the dealer of whom you inquire does not keep the "Parker," and tries to sell you a "just as good," he is either dishonest in his ignorance, or trying to deceive you. If he will not supply you, we will. *Interesting Booklet Free.*

THE PARKER PEN CO., 90 Mill St., Janesville, Wis.
THE LARGEST BONA FIDE MFGS. OF FOUNTAIN PENS IN THE WORLD.

other thing we would like to call your attention to in these advertisements is the fact that they are all worded so as to turn business your way. You will also notice that we rap the dealer over the knuckles pretty hard, as it were, who has inquiries

A Great Hit

The "Lucky Curve" and Spring Lock Devices of the **JOINTLESS**

Geo. S. Parker Fountain Pen

springs into the end of the pen barrel, as a protrusion fits a rapid fire pen. As a protrusion fits a rapid fire pen, the "Lucky Curve" and Spring Lock devices of the "Parker" fountain pens. No Nozzle. Screw joints. The screw joint that leaked or broke is done away with in our latest Perfect Knicker (the "Lucky Curve" and Spring Lock devices) makes it clean and keeps it clean when carried in the pocket. It is always clean, always ready, always reliable.

When you see the bright dealers everywhere, who do not keep the "Parker," and tries to sell you a "just as good," he is either dishonest in his ignorance, or trying to deceive you. If he will not supply you, we will. *Interesting Booklet Free.*

THE PARKER PEN COMPANY,
90 Mill Street, Janesville, Wis.
The Largest Bona Fide Manufacturers of Fountain Pens in the World.

for him, tells what is not so; unless, as is sometimes the case, he has made such a record in his business transactions that the Bradstreet or Dun agencies advise that no credit favors should be extended him.

Repairs.

Hardly a day passes but that we receive inquiries asking us if we can do repairs. Most assuredly we do. Our factory is one of the most complete in the country; we have the latest and most modern and improved rubber working machinery in existence and employ a large corps of skilled workmen. There are no repairs needed in a fountain of any make that we cannot do, and are prepared to give any such jobs prompt and satisfactory attention. We might suggest to our friends who send their job work to us that the head of our repair department would not have nearly so many slugs to answer for if they would not forget to write their names on all packages sent us, and empty the ink from the barrel before mailing and send instructions just what is wanted done. We will send on request a quantity of repair envelopes with our printed address on same, into which you can put box containing the fountain, after which the envelope is instantly closed with a little metal clasp which makes a safe and convenient way to mail repairs.

The Magazines.

How many copies of that splendid family paper for the young folks, the Youth's Companion, are taken in your town and vicinity? A good many, we assure you, as you can find out by inquiring of your postmaster. How many of the 800,000, or more, Ladies' Home Journals are circulated among your customers? The beautiful illustrated Munsey goes everywhere, while the circulations of Harper's, Scribner's, Cosmopolitan, National, Werner's, Self-Culture, Review of Reviews, and other publications of this character, are read by the most intelligent—the buying class. In all these publications we are large advertisers. Read our advertisement, and see if we are not doing our very best to turn trade your way.

A Prophecy.

This prediction was made for the Jointless Parker, a short time ago, by one of the largest and best-known manufacturing jewelers in New York City, who has observed in a business way the appearance of the many pens that have been placed on the market, with varying degrees of success or failure: "There is the fountain pen that will be the seller, for the principle is right, and it has the best future of any pen now on the market." This man is so well known as a successful business man of wide experience and

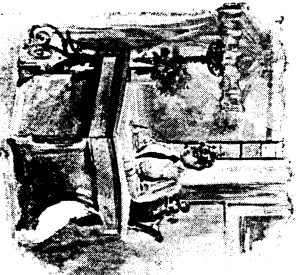
good judgment, and is so well known reputation, at least, to every dealer trade, that we would like to give you a name; but as he did not say it to me, nor even intend it for our benefit, I cannot give his name. Coming from source it did, however, we cannot prize it highly.

It Caught.

To successfully market a new pen is as radical a departure from beaten paths laid down for fountain construction, is, ordinarily, no small feat. Yet from the very first Jointless I Pen offered to the trade, the idea seemed to catch. The idea of eliminating the fountain three of the weakest such as the nozzle, threads and seemed to strike the thinking and public in a most favorable way. principle was right. Slight mechanical changes were found necessary, a few pens had been sent out; these made, and a perfect Jointless Pen result.

How Is Your Stock?

Yes, conditions change, and you conform to them or you are a loser. man who thinks there is no particular demand or sale for fountain Pens is living in the backwoods or has asleep for at least five years. Just as I think for a moment what a lot of sale sales you have right around your own town, among your own customers. Every young man and young



who expects to go away to attend school has need of, and 99 times out of a 100, a typewriter. Business men, clerks, carpenters, barbers, as well as the lawyer and doctor, are all among your possible customers, as well as many others not thought of.



Ink.

In order to get perfect results in using a Parker Fountain Pen, it is necessary to use good ink. The ordinary ink contains so much sediment that, unless it is frequently washed out, it will soon collect in the channel and seriously interfere with the proper flow of the pen. For this reason we offer the Parker Fountain Pen Ink, which is the very purest and best ink for fountain pens that can possibly be made. On account of the weight of the ink, we would advise our friends not to order this, unless they are prepared to order from one to three dozen bottles, as the transportation charges would eat up the profit on the ink. In order that our friends may sell a first-class ink, we have put the price of this ink to the trade at one (\$1) dollar per dozen. Each bottle is packed in a handsome cartoon with the price plainly marked on it. If ink is ordered shipped by freight, three or six dozen bottles will go almost, if not quite, as cheap as one dozen bottles.

How to Fill It.

Some of our friends who have never seen the Parker Jointless have written us that they do not understand how the pen is filled. It is the easiest and most simple thing in the world. It is only necessary to grasp the pen and feeder

with thumb and finger, and pull the feeding apparatus out. It is but the work of a moment. This pulling out process simply releases the little extension which was locked in an annular recess which is cut clear around the inner surface of the barrel, near its outer end. To preclude all possibility of soiling the fingers when grasping the pen and feeder, we send with each pen a little soft rubber shield, which may be used if desired.

To Our Friends.

If you are selling Parker Fountain Pens we feel that there is nothing within our keeping that is too good for you. If you could see some of the nice letters that come to us from our friends who find time enough from their busy moments to sandwich in some little sentence, when ordering or re-

mitting, you would not wonder why we would rather be in the fountain pen business than any other business extant.

We have endeavored to establish relations on higher motives than those arising from the mere act of buying and selling. We are sure every account on our books represents a friend. It has been our aim to foster the business of our customers by prompt and careful attention to their every requirement, to study the needs of all who came to us either in a large or small way, and to furnish goods of the highest possible quality. We trust that in all this we have been successful, and that our mission has been one of profit and good to you.

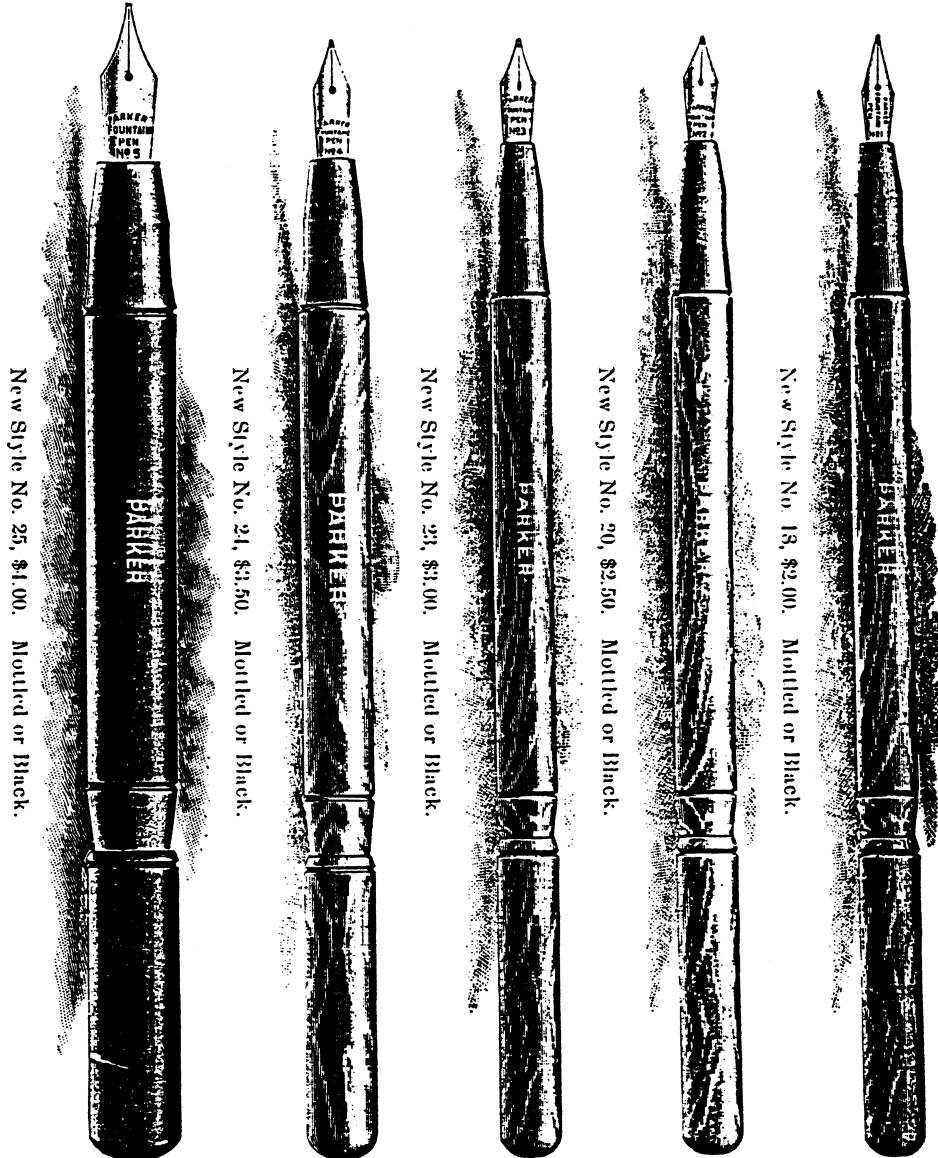
You have greatly assisted us in this work by your consideration and favors, and we desire now to return our hearty thanks. Our hope is that the hearty support accorded us in the past will be continued in the future. We shall look forward with pleasure to your favors, which you may rest assured will have prompt and careful attention. Sincerely yours,

THE PARKER PEN CO.

Be sure and call your customers' attention to the little colored circular found in each Parker pen box sent out since August, 1898. Its contents will be an agreeable little surprise.



New Style, with Cap over Pen Point.



These fountains are fitted with the finest quality, regular shape gold pens, Nos. 1, 2, 3, 4 and 5 respectively. The cuts do not do justice to these beautiful pens, and do not show the pens nor fountains as large as they actually are. Any of these pens can be supplied in the old style holders if desired.